MARCH 1950

National Bottlers' Gazette

PIONEER PUBLISHERS OF THE SOFT DRINK INDUSTRY SINCE 1882

WHAT PRICE BEVERAGES?

MORE THAN EVER YOU NEED QUALITY to meet kola competition..

AN INFERIOR PRODUCT DOESN'T STAND A CHANCE

You know by now that you can't meet kola competition with an inferior product. H-R Kola helps you solve your kola problem because of its laboratory tested-consumer approved — uniformly good flavor. Each month more and more private label kola bottlers find they can depend upon H-R Kola quality to hold up kola sales and profits. H-R Kola provides the quality, flavor, uniformity and production flexibility that mean profits.

PROVE TO YOURSELF WHAT YOU CAN DO WITH H-R KOLA
WRITE TODAY FOR A FREE GALLON OF H-R KOLA SYRUP

★ *Special labels and crowns available at cost*

H-R KOLA

THE SYRUP PRODUCTS COMPANY

Serving the bottler since 1915 • Baltimore 2, Maryland

TALK OF THE TRADE

Multi-Flavor Vendors Far Outsell One-Flavor Units, SOHIO Reports

Standard Oil Co. of Ohio, which last year made big industry news by replacing single-flavor vendors in its nine-state gas service stations with multi-flavor units, recently reported that "our experience so far with selective operations is even more profitable than what we had anticipated."

According to a SOHIO official, service station soft drink sales dropped 10% for the first seven months of 1949 compared with 1948, the corresponding period in 1948. In stations which made Pepsi exclusive, sales increased during that period, but gross volume was only 3% in Pepsi-Cola stations with flavor units, and 1% in Hoosier stations with flavor units, with profits in both cases increased 10%.

N. Y. Schools "Asked" to Ban Beverage Sales

In a recent bulletin to school principals and superintendents on the subject of the Pepsi-Cola all-family and soft drink vending service installations on school premises, the New York State Education Department said it was "long the consensus of authoritative health opinion that beverages should not be sold in schools." In so doing, the Department quoted a resolution adopted by the Council on Foods, Nutrition and the Dental Society of the State of New York. [illegible] "the protection of the health of youth and support and strengthen the efforts of family and school to develop in children a proper attitude toward food and drink."

WHAT PRICE BEVERAGES?

For complete round-up of price developments, see articles beginning page 16.

Pepsi In Cans!

And now it's Pepsi-Cola in cans.

The product, which comes the same fine Pepsi-Cola in a tin-lined package as a quart bottle, is undergoing test sales in selected areas. The force is still using [illegible] in a recent interview with Wesley S. Mack, Jr., branch manager of the Pepsi-Cola Co.

Mr. Mack said that the cans, named for Shop, a small [illegible] conducted in five representative markets in the East, north, Southwest, Midwest, and West Coast.

The cans are being offered in a specially designed three-can carton at [illegible] per carton. Advertising for the product is [illegible] in national media and [illegible]. The cans do not [illegible] bottles, and also the [illegible] cans [illegible] a [illegible] in comparison. Mr. Mack said.

[illegible] the Pepsi-Cola executive emphasized that the cans are being marketed to capture the trade. Referring to the cans, Pepsi-Cola the can will open up new markets and [illegible] at Pepsi-Cola. Many [illegible] as well as many consumers do not like to handle bottles [illegible] of the brand of beverage. The cans [illegible] the trade. In addition, the [illegible] the two packages will [illegible] for customers [illegible] and [illegible] and people who prefer [illegible] cans.

Mr. Mack said the cans are [illegible] the national

Six-Bottle Quart Carrier Developed by Ohio Bottler

Julius Dursky, left, head of Golden Age Beverage Co., points out merchandising advantages of his new "Carry-Kit" quart carrier to a supermarket manager.

Big Coke Operation Shuts Branches "Due to Conditions"

Congress to Hear Fractional Coinage Bills This Month

75% Maine Bottlers Boost Deposit Rates

Vendor Tax Issue Headed for Supreme Court

Steele Named Pepsi-Cola President: Mack Elected Board Chairman

Alfred N. Steele, who just one year ago was brought to the Pepsi-Cola Co. from the Coca-Cola Co. was elected president of the company early this month. Walter S. Mack, Jr., president of Pepsi-Cola since 1937, was named Chairman of the Board.

Mr. Steele, previously three vice-presidents will have charge of domestic operations.

The board also elected Sheldon R. Coates a director, who had been a member of the board of directors.

David New Hires President

Edward W. David, a top-ranking official of the Charles E. Hires Co. since 1936, and vice-president for the past seven years, last month was elected president of the company. He succeeds Charles E. Hires, Jr., who became chairman of the board.

The company also announced the election of John R. Spradling, executive vice-president; John G. Magee, vice-president and secretary, and Harold G. Schoch, treasurer.

Bottlers Using 15% of Industrial Sugars: A.B.C.B. Pushes Fight for More

On the [illegible] anniversary of the [illegible] by [illegible] in 1947, the bottlers [illegible] which [illegible] available. The all-time industry [illegible] 15 per cent of the total. The U. S. Cane Sugar Council opposed the bill.

[illegible] 15 per cent. [illegible] the Council [illegible] and passive [illegible] 15 per cent and [illegible] 15 percent.

Therefore, on the same time, the A.B.C.B. promises to pass the demands for a [illegible] and, John Riley, [illegible] the Secretary of Agriculture to fulfill the [illegible] for the welfare of sugar consumers [illegible] Act of 1948.

Owens-Illinois Earnings Way Up, Despite Sales Decline

Owens-Illinois Glass Co., leading bottle supplier to the beverage industry, had a disappointed year in 1949, as [illegible] although sales were [illegible] last year.

Consolidated net earnings for the year were reported as [illegible] on sales of $[illegible]. The [illegible] profit was $[illegible] and sales totaled $[illegible].

Therefore, in the fourth quarter, Owens-Illinois Glass Co. reported net sales of $[illegible] and net profits of $[illegible]. For the quarter ended Dec. 31, 1949. For the corresponding period in 1948, net sales were $[illegible] and net profits $[illegible].

Pepsi's Steele, Hires' David (see adjoining column).

Massachusetts Bottlers Rally Against Beverage, Vendor Tax Measures

Massachusetts bottlers and industry supporters last month joined forces to prevent the enactment of a proposed beverage tax and two proposed vending machine license taxes.

At a State House hearing in Boston Feb. 17, more than 100 persons heard a number of Massachusetts trade leaders, headed by John G. Leary, pres. president of A.B.C.B. from Newburyport, condemn the proposed soft drink tax as unfair and discriminatory. The bottlers' position was supported by the CIO, AF of L, dealer groups, as well as more than 20 Senators and Representatives who appeared personally and were recorded against the measure.

The proposed vendor tax measures were dropped at another hearing on Feb. 21. Bottlers, candy makers, tobacco industry leaders and vending machine manufacturers joined to prove the unfairness of these proposals.

Action on both the proposed bottling and vending taxes for the years probably will not be taken until late March. Soft drink trade leaders privately believe that the soft drink tax measure will be defeated, but admit that a vendor tax bill has a fifty-fifty chance of passage.

Vendor tax measures, incidentally, have also been introduced in Mississippi and Kentucky.

Proposed Massachusetts tax bill evoked no smiles.

1950 STATE CONVENTION CALENDAR

The following State meeting dates have been definitely set for the balance of the 1950 convention season.

State	City	Hotel	Dates	Days
Oklahoma	Oklahoma City	Biltmore	Mar. 13-14	Mon.-Tues.
Kentucky	Louisville	Brown	Mar. 16-17	Thurs.-Fri.
West Virginia	White Sulphur Springs	Greenbrier	Mar. 20-21	Mon.-Tues.
Arkansas	Little Rock	Lafayette	Mar. 20-21	Mon.-Tues.
Massachusetts	Boston	Statler	Mar. 21-22-23	Tues.-Wed.-Thur.
New York	Buffalo	Statler	Mar. 26-27-28	Sun.-Mon.-Tues.
Ohio	Columbus	Deshler-Wallick	April 3-4	Mon.-Tues.
South Dakota	Watertown	Grand	April 13-14	Thurs.-Fri.
Minnesota	Minneapolis	Radisson	April 17-18	Mon.-Tues.
North Dakota	Grand Forks	Dacotah	April 20-21	Thurs.-Fri.
Wyoming	Thermopolis	Emery	April 28	Friday
Maryland	Baltimore	Emerson	April 29	Sat.

Salary Plans Can't Be Used To Avoid Overtime Pay, Government Warns

[illegible]

Brannan Plan for Bottlers?

[illegible]

As noted, and as Agnew naturally the Government would pay full [illegible] of [illegible] and [illegible].

The Government [illegible] and [illegible] employees, [illegible] the [illegible] [illegible] to [illegible]. But so [illegible] and [illegible] to [illegible] [illegible] would [illegible] [illegible] of Association [illegible].

News Briefs

[illegible]

Published by
KELLER PUBLISHING CO.
80 Broad St.
New York 4, N. Y.

PIONEER PUBLISHERS OF THE SOFT DRINK INDUSTRY

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Member ABC

EXECUTIVE STAFF: [illegible] Keller, President; M. J. Breier, Managing Editor; S. B. Kaplan, Business Manager. EDITORIAL: J. E. Steele, Staff Editor; A. L. Vasquez, Automatic Merchandising Editor; Bert Dale, Field Editor; Bill Keller, Editorial Director; Lee Lamb, Production Manager. ADVERTISING: New York: Geo. R. Shaw, Carl Field, Jim Gerrock • Pacific Coast—New Brunswick Inc., [illegible] W. Olympic Blvd., Los Angeles, Calif. • Detroit—James J. Higgins, President Bldg., Detroit 26, Mich. • Canada—Hayes Berkowitz, [illegible] Yonge St., Toronto, Ont. CIRCULATION: Max Manson, Circulation Mgr. Henry McKeever, Fund Campaign Mgr., [illegible] W. Frey St., Stephenville, Texas.

advertisers

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The ++*Plus Factors*++ Insure Your Profits

O-So Grape, a major franchise line, with a "lead" beverage of proven consumer acceptance

+*plus*+ a complete line of the very highest quality mixers and flavors at prices lower than most non-protected flavor lines

+*plus*+ mixers and flavors identified by the same trade mark as your "lead" beverage

+*plus*+ three bottle sizes . . . 7-ounce, "All purpose" 10-ounce and the big "One Way" no-return bottle . . . to meet all competitive situations

+*plus*+ complete advertising assistance

+*plus*+ the Per-capita Profit Sharing Plan that insures bottlers a substantial share of parent company profits

The "Acquisition Program" ready . . . and with our Licensing Agreement for O-So Grape Bottlers we can do your job quickly.

O-So Grape Co., 134 So. LaSalle St., Chicago 3, Ill.
"The Bottler Sharing Corporation"

RED SEAL

Lemon-Pineapple

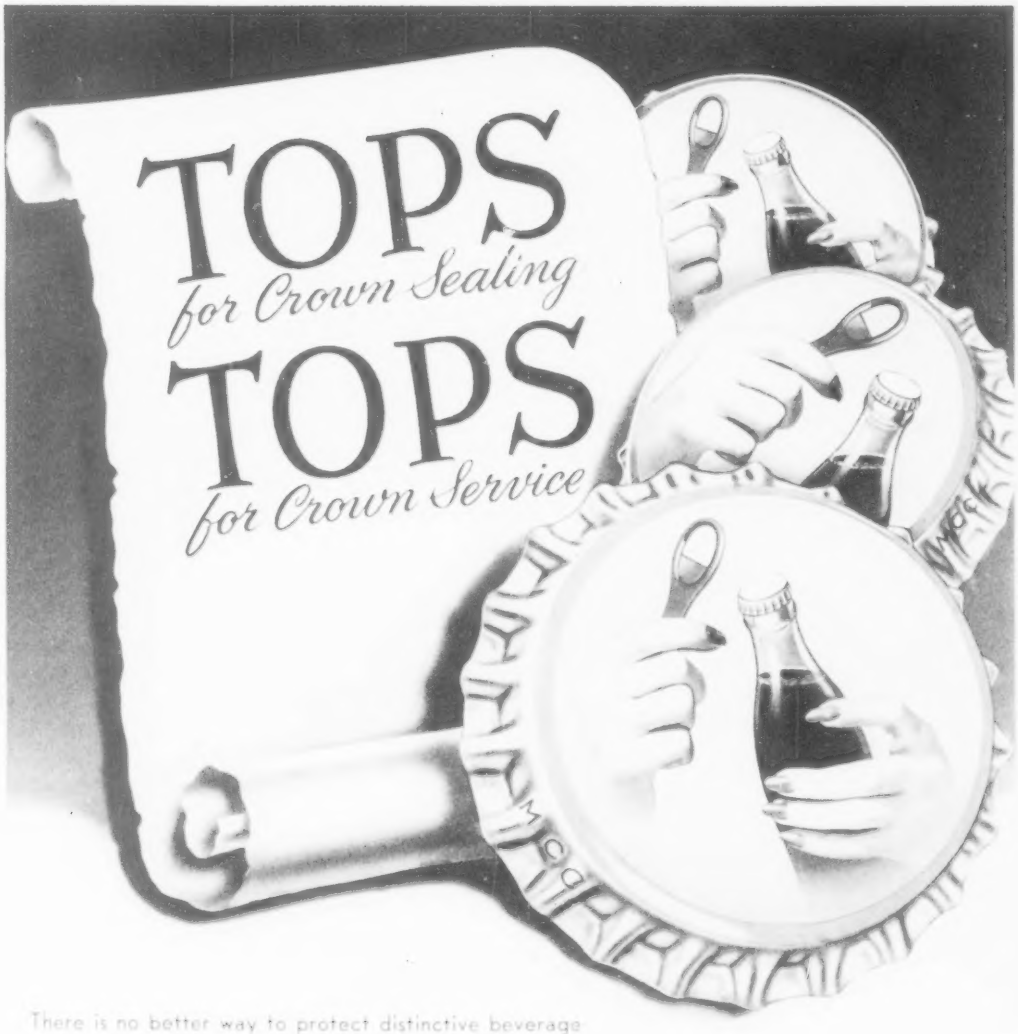
Another 20-drop cocktail-and-dinner flavor for a delicious home drink all ready in a glass. Just add carbonated water.

WARNER-JENKINSON MFG. CO.

Manufacturers of Certified Food Colors, Extracts, Flavors and Vanillas

ESTABLISHED 1905 — 2526 BALDWIN ST. • ST. LOUIS 6, MO.

WARNER-JENKINSON MFG. CO. RED SEAL ST. LOUIS



There is no better way to protect distinctive beverage flavor and quality than to seal with Mundet Crowns. Tops in service . . . tops in value. Mundet Cork Corporation, Crown Division, 7101 Tonnelle Ave., North Bergen, N. J.

MUNDET CROWNS

COMPLETE CROWN SERVICE

MUNDET DISTRICT OFFICES

*ATLANTA	DALLAS 1	KANSAS CITY 7, MO	ST. LOUIS 9
*BOSTON	DETROIT 21	*LOS ANGELES (Maywood)	*SAN FRANCISCO 7
*CHICAGO 16	*HOUSTON 1	*NEW ORLEANS 16	*In Canada:
CINCINNATI 2	JACKSONVILLE 6, FLA	PHILADELPHIA 39	

*CROWNS CARRIED IN STOCK

production costs

with WEDG-WALLS* by THATCHER

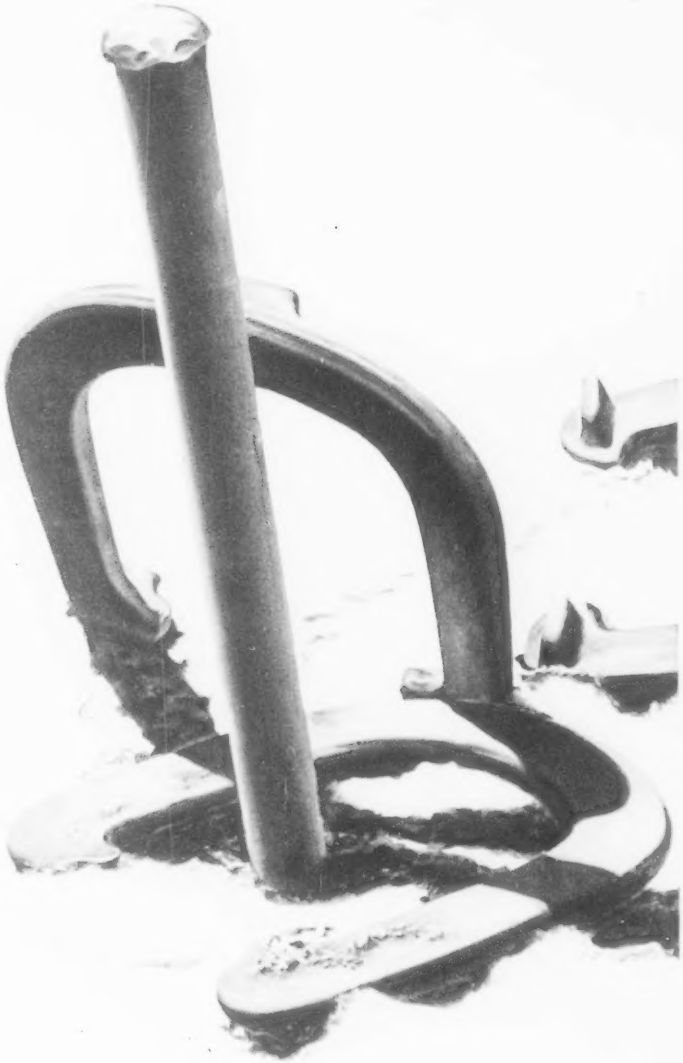
When breakage increases — in plant or in the trade — and slows your production down, whip this problem the economical way by using WEDG-WALL Bottles by Thatcher.

WEDG-WALLS are sturdier, stronger bottles, built to take rough handling. Their special wedge-shaped wall distributes the glass so as to reinforce that part of the bottle receiving the greatest abuse. Their lower center of gravity gives smoother performance on your production line — conserves your bottle inventory by lowering breakage on route, and in wholesale and retail outlets.

Make your bottling dollar go farther by ordering WEDG-WALL Beverage Bottles. If interested in an exclusive private mold bottle let a Thatcher representative discuss details with you personally. Write, wire or phone Thatcher Glass Manufacturing Company, Inc., Elmira, N. Y.

Glass

Close doesn't count



Seems to us that the pitches that pay off are aimed right.

If a bottler wants to aim at better volume, he'd better start with a good product. Take Hires, for instance. When you bottle Hires you're bottling a flavor that's still made with real root juices.

When you distribute Hires you're putting a name on the retailer's shelf that's been there—year after year—for 80 years. When the customer sees that name he's going to find it familiar. 30 million dollars invested in advertising has seen to that. Seen our latest in LIFE and LOOK?

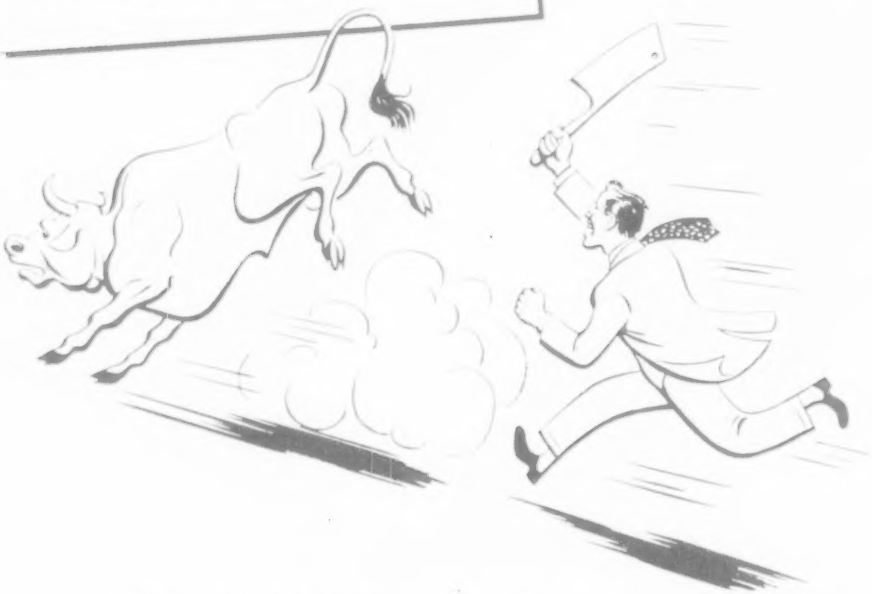
Sure, you've got to get it to where people can buy it. No product finds its way into a customer's refrigerator all by itself. But with an even break, Hires will pay off better than almost any other soft drink.

If you think your sales pitch should pay off better than it does, why not get in touch with us? Maybe your pitch is right but your product's wrong. That's something we can help with.

CHARLES E. HIRES CO.

206 SOUTH 24th STREET, PHILADELPHIA 3, PA.

Carve a Bigger Slice of a Juicier Market



. . . with Twitchell's No. 22 Dry Ginger Ale!

HAVE you taken a good look at your Ginger Ale market lately? If you haven't, then do this: analytical popularity of Ginger Ale at stores, homes, theatres and sport centers.

But we're not thinking of any alone. One point is that today the Ginger Ale market is greater than ever for independent bottlers. With the president's campaign, sales indicated, apparently competitive chance here, then, at a time of the small bottler.

Sales of ginger ale are up. Now, but there's a lot to turn out a top-flight Ginger Ale—and that's where Twitchell's No. 22 Dry enters the picture. Here is truly the champagne of "Champagne-type" Ginger Ales—the result of a special formula worked out by Twitchell by world-famous distributional position. No. 22 Dry is made from choicest Jamaica Ginger, blend with four another ingredients to make 100% pure, at purchase. It is a 5 oz. concentrate to quickly produce top-flavor—at a long.

Do something today to improve your Ginger Ale position. Write for a sample of Ginger, a sample of No. 22 Dry.

Are you on our list to receive Twitchell Talks, our 32-page monthly magazine of bottler's helps in bottler's lingo? If not, write us. No obligation, of course.

S. COMPANY

[illegible]

[illegible] VINE STREET • PHILADELPHIA 6, PA

Editorial

Bouquets . . . and Brickbats on our Birthday . . .

*W*ith this issue National Bottlers' Gazette—a lusty sixty-eight years old. Sixty-eight is a ripe age for most folks—it is long past the time when doctors and good sense advise slowing down and "taking it easy." Not so with a publication like NATIONAL BOTTLERS' GAZETTE. Early added years of age and experience make those like it—better—seasoned, more mature, wisdom and "maturity grained," better equipped to render editorial service to their readers.

We observe our birthday by coming out in a sparkling new coat. We have refreshed and streamlined our format, starting with our front cover and going right on through the book. Our readers, we hope, will notice the quickened and shortened editorial treatment, the greater overall air, the quicker impression, the emphasis on important news developments—and the more attractive use of our editorial pages.

We do present at our "birthday" we hope it will like it too!

Much more important than the physical changes which mark our 68th birthday, however, are the other developments which emphasize our editorial credo: Tried and Tested is our editorial compass in increased pages. Publication of our editorial "Stand the Marine" in the January issue and the follow-up editorial in February issue, "Going . . . Going . . . Gone" worked many "Delectable Bouquets" across phone, wire and letter—they were directed to your editor.

In this issue we present a complete roundup of latest developments on the price front, such as it emanated from the N.B.G.A. convention, a complete roundup of Canadian and Mexican Labor and Still Beverage State Conventions, presentation of Coca-Cola's position, Pepsi-Cola's and A&W's and other companies' reports of lead, Made-leads and Hard-line—impact heads of ahead for underlines impact and a review where we are—price points are more than a theory, on the spot events. A price change is important news at the moment.

We do not expect to cut a rug in our "birthday" spending advertising budget, all we do is ask the industry to FIT all these, as we will FIT:

That we're convinced that for a substantial number of bottlers—not all bottlers and not in all areas—an increase to 90c, or higher, is their only hope for staying in business.

That it's unreasonable and futile to hope, expect or await an all-inclusive industry-wide price raise.

That each plant must individually come to grips with this problem and decide on the basis of its profit experience whether to increase and how much.

The second development also gives us reassurance of strength and vigor. Surprisingly, it comes in the form of "brickbats." Last month we had two important advertising accounts as the result of an article which we published in our January issue entitled "Government May Move Against Deceptive Beverages." Our readers may remember that this article reviewed a recent court action in which the Federal Food & Drug Administration had won a "first case" against a bottler. Despite honest and complete labeling of a quality orange drink, the Government—contention that the beverage "appeared to be better than it actually is" was upheld as a basis for condemnation proceedings. Our story also outlined the F.D.A.'s little known but official attitude on the use of certified colors in bottled soft drinks.

We published this article in the belief that both of these concepts by the Food & Drug Administration were extremely dangerous to the entire industry, that no bottler of an orange beverage or any other soft drink was safe from prosecution under these loose interpretations. We hoped thereby to stimulate competitive action on the part of the A.B.C.B. and the flavoring industry by (1) fully support the appeal being taken to the higher court in the orange case and (2) confer with the Food & Drug Administration on a new, fair and practical concept on the use of certified colors in all beverages.

Quite understandably, we do not like losing advertising accounts. But we like even less the kind of editorial policy that offers some nothing at its approach about the corrections because of what advertisers might think of a stand on a basic industry problem. So the N.B.G. spirit and vigor we believe are standing up in pretty good shape, even after having passed three years and seven.

One final note before we wind up the Birthday Editorial. For nearly half a century the N.B.G.'s front cover has been occupied by the Brooklyn advertising of our friends, The Maxwell Mfg. Company of Atlanta, Ga. Down through the years this became an old front cover has become a heritage respected by the successive managements of both companies. When the revolutionary of the N.B.G. front cover was first suggested, it seemed unconvertible that it could be accepted. However, Maxwell Mfg. Co. has graciously relinquished this important advertising position so that NATIONAL BOTTLERS' GAZETTE could effect the necessary changes in format. We want publicly thank Gene Ely, president—our thanks and appreciation go also to the other Tried-Tested advertisers for the cooperation.

With so many of our "old" friends, we add our thanks to the many other supplies and advertisers who have been our valued friends of NATIONAL BOTTLERS' GAZETTE for a considerable portion of our 68-odd years.

Honestly, we don't feel our age!

THE PRICE PICTURE

While ORGR's new shows to certain attitude on prices officially revealed at a recent West Coast bottlers' convention, could lend moral support to bottlers considering increasing prices, it did not signal the start of a general industry wide drive to establish new price levels. The movement, in truth, had started months and in some instances years ago.

Several NBG surveys of key markets—bottlers and parent companies—conducted during the past several weeks revealed that at least ten percent of the nation's 1,000 bottlers had already increased wholesale levels.

West Coast Is Up

In the West Coast the eight-ounce rate was wholesaling at ten cents point level on smalls, almost in tariffs, the survey shows. Price breaks were occurring with increasing frequency in the northeast and midwest, notably in such key markets as St. Louis, Chicago, Detroit and Kansas City.

Only in the South, where the high labor cost situation is at its height, as well as it is elsewhere, do the prices were proven price levels being maintained. Yet even in the South there were some crumblings of the solid wall of recent years levels. Southern surveys conducted by NBG almost unanimously reported that bottlers will not raise their prices, but only because they feel they cannot do so successfully. The typical Southern bottler, NBG says, is summed up by NBG's field editor, who put it this way: "We like to raise Marie we don't even like to raise a finger. We sit up North that we need an increase but the tape. But we know Georgia's prices down, but we know Cole and Pepsi's low, too, so."

In South Carolina Starting A Trend

However, in one Southern state, at least, South Carolina, distinguished price structures were being created. Years ago, a decree on the last from imposed a 2-4 markup wholesale price levels on smalls in 1,5-oz. cases which, in 1949, 12-oz. Dr. Pepper level.

Were people thirsty and more were ready to pay the bottlers did not even consider bottler commission. Price jumps up. Now Greater, only one-eighth of one cent, and 100 percent of the bottlers have left for green. The last South Carolina bottler, or bottlers, to make a bold decision, price-wise, Mayday, 1949, the decision of 101 Dr. Pepper bottlers spearheaded by Charleston Bottling Company to increase wholesale case prices from $1.80 to $1.20.

Whether or not the rest of the South would join the mainstream in least prices was only of academic concern to bottlers in other sections and to their parent companies. The fact was, and is, that where the high cost, hard price much is becoming troublesome, but there are sections, many of them encouraged by their parent firms' favorable sentiments and actions regarding bottle pricing.

Parent Companies Act

Taking the price lead by the horns, Canada Dry and Wink Back last month effected increases in company owned plants and were urging their franchise bottlers to do likewise. Cliquot Club recently advanced prices on its line of smalls (7-oz.) as well as on the full quart. Pepsi-Cola told NBG that 60% of its approximately 400 bottlers are now operating at increased price levels. A Dad's Root Beer official declared most of its bottlers had already broken prewar price levels, including those in such major territories as Newark, Cleveland, Milwaukee, Pittsburgh, Los Angeles, Cincinnati and Buffalo. Nehi's reported that in more than 75 bottlers in 22 states the product is wholesaling above ceiling rates. Other parent companies now were pursuing or considering to be in favor of a more profitable pricing policy, Hires, Grapette, Dr. Swift's, Hires, Grapette and Orbis Products, Ltd.

All Brands Involved In Price Rises

Coca-Cola, Seven Up, Nehi and Dr. Pepper have not officially committed themselves on prices, but their positions may be determined from their advertising and, to some measure, by the actions of their bottlers. It is agreed that at least one of these four parent companies, Coca-Cola, all of its bottlers are selling at ceiling level.

It is known that a large majority of Royal Crown Cola bottlers in the East and on the West Coast are selling at ceiling rates. In other sections, Chicago and Kansas City, for example, Royal Crown sells at lower prices. Dr. Pepper bottlers are up in some areas. And although Canada Dry and Seven Up, in addition to being presented as Dixie-cup products, a number of bottlers of these brands have recorded the eighty-cent price, apparently with the acquiescence of the wholesaler and approval of their parent companies. The six Dixie-Cup Bottling of Los Angeles, for example, are one of the first bottlers on the West Coast to boost prices.

Parent Company Views On Prices . . .

Not one single parent company (not even Coca-Cola, major figure in the beverage field and the industry's No. 1 supporter of present price levels) can make the claim that all its franchise bottlers are holding the eighty cent wholesale, five cent retail price line.

This is revealed in a survey of parent company attitudes on price increases, and an accompanying survey of the price situation in key cities.

N.B.J. has obtained official statements on prices from a number of leading parent companies, overwhelmingly indicating strong sentiments for increased wholesale prices. Statements have not been obtained from Coca-Cola and Seven-Up, the two companies generally regarded as definitely opposed to price increases.

The absence of statements from additional companies does not necessarily imply their opposition to price increases. Rather it would naturally be assumed [illegible] N.B.J.'s [illegible] to [illegible] some [illegible].

Moreover, it should be noted that some of the "[illegible]" such as the Squirt Co. have been actively [illegible] for increased prices for several years. Another prominent [illegible], White Rock, last month announced increases from $1.25 to $1.40 [illegible] sparkling water quarts.

Now the statements:

Canada Dry Ginger Ale

"The objective of the soft drink industry has always been to sell the finest quality products at the lowest possible price. However, in most parts of the country the lowest possible price is no longer five cents.

"Certainly, we all know why. The constant upward cost [illegible] has been felt by [illegible].

"[illegible]

"[illegible]

[illegible] Canada Dry company-owned plants, as well as most franchise operations, have already increased their prices to insure sound and efficient operations.

"No, we haven't swerved from our objective to offer [illegible] products at the lowest possible price. But, as I said earlier, the present price levels are impossible to maintain. As business men we would rather break a tradition than have a tradition break us."

Roy W. Moore, President
Canada Dry Ginger Ale, Inc.

Pepsi-Cola

"[illegible] It is the only [illegible] product that is selling at the same price asked for it [illegible] years ago.

"[illegible]

"[illegible]

"[illegible]

"[illegible]

"[illegible]

Walter S. Mack, Jr., Board Chairman
The Pepsi-Cola Co.

Grapette

"[illegible]

. . . they Favor Increased Prices . . .

WALTER S. MACK, JR.
Pepsi-Cola

B. T. FOOKS
Grapette

H. E. KIMBALL
Clicquot Club

A. Y. MORGAN
White Rock

BARNEY BERNS
Dad's Root Beer

J. T. HUNSAKER
Nesbitt's

R. W. MOORE
Canada Dry

R. A. CONOVER
O-So Grape—Dr. Swett's

E. W. MEHREN
Squirt

W. V. BALLEW
Delaware Punch

throughout the country including those in Newark, Buffalo, Cleveland, Columbus, Milwaukee, Denver, St. Louis, Los Angeles, Denver, Boise, Portland, Oregon and Philadelphia, to name only a few. In all these markets, we are selling a minimum of $1.25 for one full quart MAMA size and half gallon PAPA size.

"We will continue to support all efforts made in the industry towards maintaining a profitable price and deposit structure and will continue to encourage the bottlers to support such programs."

Barney Berns, Vice-President
Dad's Root Beer Co.

Hires Root Beer

"We are very much interested in the program and are discussing with Dwight in the present general structure of the carbonated beverage industry."

John F. Gorski, Jr.
Director of Sales & Merchandising Manager
The Charles E. Hires Co.

Nesbitt's

"We are absolutely concerned with your program and are interested from a tribute. We have discussed your program with the bottlers and prefer the bottler from making a profit at the 80¢ wholesale price. In some cases the carrying out of such a program has meant a temporary reduction in volume which would in turn affect us (the parent company). However, a bottler that is making a profit will in the long run be a much better customer. Our bottlers have increased their wholesale prices above 80¢ in more than 40 territories in the states of Kansas, Michigan, California, Arizona, New Mexico, Oregon, Idaho, Washington, Nebraska, Iowa, South Dakota, Minnesota, Wisconsin, North Dakota, South Carolina, Wyoming, Montana, Pennsylvania, Maine, New Jersey, Massachusetts and Illinois."

John T. Hunsaker, Vice-President
Nesbitt Fruit Products Inc.

Clicquot Club

"In an exclusive interview I gave to the *National Bottler* magazine in 1948, I advocated a price to the consumer of two quart bottles (in 5¢ as well as longer type) for small.

"Last month we advanced our price wholesale from $1.25 to $1.45 plus bottle case deposit on our full line of quarts, also from 80¢ to 90¢ on a case of 5 ounce bottle and one deposit."

H. Keith Kimball, President
Clicquot Club Company

Price Reports from Key Cities . . .

West Coast Raises . . . South Stands Pat . . . Scattered price breaks elsewhere . . .
Many want to increase prices but fear to act independently, N. B. G. Survey Shows

D

ATLANTA, GEORGIA

BIRMINGHAM, ALABAMA

CHARLESTON, S. C.

CHARLOTTE, NORTH CAROLINA

CHICAGO, ILLINOIS

DALLAS, TEXAS

prevailing. N.B.G.'s Dallas correspondent reports that no price rise action is contemplated by Dallas bottlers in the immediate future. but there has been "some scattered talk."

DENVER, COLORADO

Most Denver bottlers have made no wholesale price increases and see no prospect for raises in the near future. Nearly all would like to see an increase made, however, but believe it would be possible only if action were taken by the majority of local bottlers. This was revealed in interviews with leading Denver bottlers, among them: M. B. Black and P. C. Bedley of Dad's Root Beer Bottling Co.; Don Hopkins, Kool Ade; James Kelsedy, Continental Beverage Co.; Max Vorenberg, Dart; Wayne Jones, Vernors Ginger Ale Bottling Co.; Jess Harris; Robert Hannigan, Duffy Bros.; H. Schaefer, Acme Beverage Co.; Marion Granger, and Jim Jarvis, Rocky Mountain Beverage Co.; Whistle Wine Bottling Co.; Mgr. of Rose Beer.

Hinckley Chemical O'Brien of the Canada Dry Bottling Co. recently set a $1.00 wholesale price, 20% over the Denver market, in outlying districts in his company territory. 45 per Coke, 12 ounce, is also selling at a higher wholesale and retail level.

DETROIT, MICHIGAN

Detroit has for the various drink companies at the West Coast is completely break-proof price. Coke, 10 fluid ounce, bottlers contacted, four have already increased wholesale levels. The four were reported to be the bottlers in General Beverage Corp., Bell Vernor, Vernor Dart, Canada Dry and Wayne. Also the entire nine Hungerford Brothers, "some seriously considering" it. Hope to get a recommendation from manager Morley Ferguson.

Some Sunoco has also been made in breaking the price line on smalls. Peter Heider, Squirt bottler, recently moved up prices from 80c to $1 for Pepsi-Cola 12-oz. Coke, X. A. Bruce, president of Bruce's Beverages, Inc., and Joe Bell, are the bottlers who have moved up to $1 on smalls. Williams & Bernard of Detroit Coca-Cola, minus Sprite, that "we have not announced any decision."

GREENSBORO-SALISBURY, NORTH CAROLINA

The usual 11-oz. 25 soft drinks, apparently for all wholesale and bottlers here are not even thinking about the possibility of a price increase. N.B.G.'s local correspondent adds "It doesn't matter where you go, in town or out, in some remote country, even at vendors — hotel lobbies. One is lucky to get a 25 cent."

MILWAUKEE, WISCONSIN

Dad's, Birch, Squirt and Pepsi-Cola are selling at 90c wholesale. All other brands are generally selling at 80c and at least one non-franchised drink is being offered for 65c. Quart prices are surprisingly low, being wholesaled at 80c to $1.00.

NEW YORK CITY

The soft drink price picture in New York City is typical of that prevailing in most metropolitan areas throughout the country. 6-ounce and 7-ounce drinks wholesale for 80c, retail for 5c per bottle and 6 for 25 cents in most food store outlets. At other outlets, in bottled form, smalls retail either for 6c or 7c. 12-ounce brands wholesale for from 95c to $1.00, retail at 6c per bottle or 6 for 29c. Quart wholesale prices vary from 20c per case to $1.68 per case. Correspondingly, retail prices on quarts vary greatly. One may enter a New York City supermarket or grocery store and find quart brands retailing at 19c, two for 25c, 16c, 17c, 18c and two for 35c.

PORTLAND, OREGON

Many bottlers here have upped wholesale case prices with little or no loss in volume and large increases in profits. Squirt bottler N. R. Ravensky (Mt. Hood Beverage Co.) says his dollar per case wholesale price is going over very well.

Portland bottlers who have not yet increased their prices are showing a more than academic interest in the price moves of other bottlers who have moved.

RICHMOND-STAUNTON-LYNCHBURG, VIRGINIA

The price situation in these Virginia territories is this: Local bottlers recognize that costs are higher, profits are less, but feel it is impossible to raise the prices unless all bottlers in the territory go along. They are sure that for the immediate future, at least, there will always be one or two important holdouts.

SEATTLE, WASHINGTON

Practically all 12-ounce brands here are selling for 90c. But the 6-ounce and 7-ounce drinks are still at 80c and selling for a nickel. Quarts generally wholesale for $1.45 with the exception of Seven-Up which sells for $1.60. Retail prices generally correspond with the wholesale levels. In groceries and supermarkets, the 6-ounce and 7-ounce drinks sell for 5c, the 12-ounce for 6c and the large bottles for from 18c to 25c. Restaurants and taverns, however, are getting 10c per bottle on all smalls.

Horse & Buggy *Pricing*

Excerpts from convention talk made by N.B.G.'s Managing Editor, M. J. Becker, at numerous State Conventions on the inadequate price policy gripping the industry. . .

W[illegible]

have taken over control of the retail price of bottled soft drinks. As a practical matter, the 5c beverage ceased to exist years ago in many markets except for certain isolated cases. In a spot survey made by NATIONAL BOTTLERS' GAZETTE last spring covering 100 retail outlets, in 20 different cities throughout the United States, we did not find a single community wherein soft drinks (7 ozs.) were uniformly priced at 5c. This leads to the conclusion that if we were to force our prices today, the effect on retail sales, plant which we all have a natural concern, would be far less than we have been led to expect.

The third reason we must higher prices is that all costs have gone up. Most of them in such gradual stages that we haven't realized the full seriousness of their full impact. I'll give you the figures in a little while.

A fourth reason for getting higher prices is that costs in the future will go higher. We are now in the little pound of wage demands. We have witnessed trouble in the labor market for many months, particularly in coal and steel, and significantly in the case of sugar. With the declaration by the Secretary of Agriculture of a 7½ million ton quota, there is strong evidence that the Government has decided to keep the prices of sugar up where it is and, if need be, push it higher.

It is true that we have been extravagant. We have been careless. We have lost motion. We have had unnecessary waste. We have had sloppy administration in our management. We have had a lot of wishful thinking instead of work. It is time to call a halt and that time is now. But first things first. We must adequately price our goods and then go to work correcting those other abuses, some of which are of our own making, which bear so heavy on our profit position.

One of these abuses, incidentally, is price cutting.

Price cutting is a sign of desperation on the part of those who engage in it. Only desperation would distort thinking to the point where, under the present circumstances, a man will give away 50% of his production just thereby double his costs which are already high. Price cutting has only a transient effect on volume. It hurts all the dealer. He doesn't sell his stuff because the consumer gets no benefits from any price deal. The end result is that all bottlers are hurt, including the price cutter. In 22 years experience in this business, I have yet to see a successful business which has based its operations on price cutting, no matter what form it took.

Some bottlers have unwittingly learned that if they cut prices they could income and as a result they cut their cost. The two things go hand in hand.

I can't tell you what price to get for your goods. That is for you to decide. I can't even suggest that you get together on the matter of prices because the Federal Government might charge you with violation of the law.

But I do know this—on the basis of having examined the high quality and the full quantity of our products, under the conditions which exist today, there is every justification for an increase in soft drink prices without undue fears of what such action might bring in the future. This is the opinion of a majority of trade leaders today. An editorial in the January issue of the N.B.G. calling for a price increase, brought more reaction than any other editorial we can remember writing and with few exceptions these expressions said the same thing. *The need is here. And the time is now!*

Increased sales in 1949 did not help a large number of plants. Actually, in one out of four instances, bottlers showed a *decrease* in profits as compared to 1948 even though sales were higher. The two big reasons were expressed in this anomaly: First, increased costs—second, price-cutting and free deals.

In an A.B.C.B. survey covering the years 1937 to 1948, the total cost changes between 1937 and 1948 were as follows: On 6 to 10 ounce bottles (24 to the case), from 67.7c in 1937, to 75.5c in 1948—a difference of 2.8c per case.

For 12 to 16 ounce bottles (24 to the case), from 69c in 1937, to 81.4c in 1948—a total rise of 12.4c per case.

For quarts (24 to 32 ounces (12 to the case) from 69c in 1937, to 95.9c in 1948—a total rise of 26.9c.

I want to re-emphasize the seriousness of the price situation. I have in front of me two bottles. This one with the handle is known as the Cold bottle and it was sealed by the glass ball rattling around inside and by the pressure of the gas on the ball when the bottle was stored upside down. This was the industry's standard container in 1890 . . . at that time the price for soft drinks was just about what it is today—about 80c per case to dealers, 5c to the public.

Then came an innovation in sealing methods and this other bottle, the Hutchinson Stopper, was introduced. Improvements and inventions came fast and furious for the next twenty years, and hundreds of different types were tried before the present crown cap was introduced.

In the days of the Cold and Hutchinson Stopper sugar was about 4½c per lb. Total payroll for the large plants (plants employing 1 men) for inside help and delivery help was about $50 a week . . . These were the days when the industry made a legitimate profit on the 80c per case price.

You know what's happened to sugar, to labor, to all costs of doing business . . . and yet, in an industry we still have "horse and buggy prices."

I am sure you will agree with me that a change is needed now. It is wrong to spend too much time crying about what we might have done about the price situation. While damage has been done, it is not irreparable if we change it now.

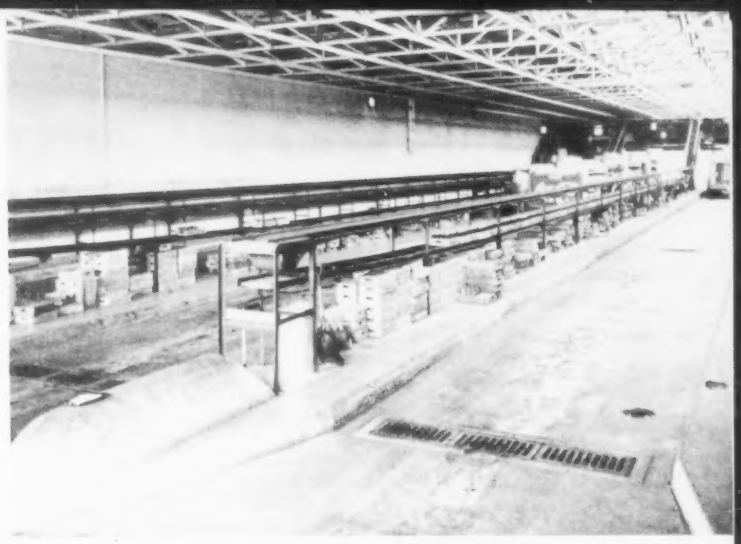
I can only give you the moral incentive to raise your prices. The rest is up to you!

Conveyor Installation . . .

Loads 2,700 Cases In 20 Minutes!

SMOOTH AND EFFICIENT

The Kansas City Coca-Cola plant is a busy place with cases being conveyed to various destinations. All types of conveyors — gravity, live roller, belt and chain — are used wherever most suitable. Since conveyors lead to all areas of the plant, the possibility of bottlenecks has been virtually eliminated.



READY TO LOAD

One of the three truck lanes is shown with conveyors leading from the full case storage area. Wide truck dock islands give workers plenty of "elbow room".

HOW SYSTEM FUNCTIONS—

The three parallel truck lanes are served by double-deck conveyors which are installed on separating islands. Full cases are delivered to waiting trucks on bottom deck; empties returned via top deck. Cross conveyors (background) are at sufficient elevation to clear trucks and trailers.

Photos courtesy of Avco Crosley Manufacturing Company, St. Louis, builders of conveyor systems.

Economy in Plant Layout

The primary consideration in making a plant layout is to get low-cost, efficient operation. This article discusses some of the specific principles involved.

by LOUIS C. DILLON and GREGORY M. DEXTER, Consulting Engineers

then another building should be sought or an addition made to the existing building.

Straight line flow is an engineering principle that cannot be violated for greatest economy. The ideal layout is to have the cases of empty bottles enter at one side of the building. Space should be provided here for storage of the cases until they are moved to the soaker.

When the filled cases leave the cases or accumulating table, they should move through an intermediate storage space for finished goods to the shipping door at the other side of the building.

Cross Travel Should Be Avoided

Avoid cross travel of the empty and filled cases. Keep the receiving and shipping doors away from each other. A motor truck is more easily and cheaply moved from the receiving to the shipping door than cases.

The use of the same door for receiving and shipping is not desirable although receiving and shipping doors adjacent to each other are at times necessary.

Height of building. The cheapest building will be one story high but

This plan shows an efficient and modern bottling machinery layout with potential capacity of 550 to 700 cases per day of beverages, using multiple-sized paper labelled or ACL bottles. The equipment adapts itself to most existing plants and is considered ideal for new ones. For high efficiency, machinery must be maintained in good working condition.

Illustrated Encyclopedia and Labeler's Handbook, 1950

the height should be enough to pile loaded pallets 2 or 3 high. The office could be on a second floor or in a balcony. Cost of land may be so great as to force them to make stories, but operating costs increase if building is more than one story high. An engineering study should be made before adopting or continuing the use of a multiple story building.

Roomy Aisles Essential

Aisles should be at least 6 ft. wide. Pallet jiggy trucks need room to turn. About nine feet will be required if a fork lift truck with pallet has to turn at right angles in an aisle. Painted lines to show the limits and floor space which should not be occupied by crates, pallets, etc., are always desirable.

Provide a conveyor for crates to pass by the washer, and continuous use the accumulating table. Reduce the number of steps an operator has to take from his position at the machine to the pallet or handling area. Economy of motion at one position frequently permits economy if motion at another position with the resultant saving of time or more operators.

A medium size washer-unloader should be equipped with an automatic feed. Two or more washers can be placed at one time for the feed table, hence the work area. The work can be made continuous by using a bottle trimmer device that will handle bottles fed at the rate of one time.

The operator at the washer unloader works on a special table. The bottles are delivered to the accumulating table where the feed to the washer is made.

Tables or pallets other than those shall be provided for the convenience of the operator.

The second operator unscrews and inspects the bottles and places them in crates. Every bottle should be inspected. The operator at the accumulating table at the latter will some times or bottles will be necessary under pressure.

Bonus Payments Effective

Bonus systems may be necessary to make the operation methods effective. This could depend on the most economical to the team or group system most — the best method — if. My system will depend upon different methods, not necessarily of course.

[illegible] and filling supplies should be adjacent to the washing room. It should be kept locked or even which [illegible] withdrawal for use in order that close inventory control may be possible.

Liquid sugar not found was above [illegible] which 8% [illegible] Them are not very lower to [illegible] more economical to [illegible] WHP [illegible] to [illegible] the factory. At least two [illegible] crates are needed for the sugar in order that they may be distinguished [illegible].

Syrup Room Requirements

The Syrup Room should be adjacent to the bottling line and the [illegible] above in the [illegible] is only [illegible].

Three syrup tanks should be installed so syrup need not be mixed while the bottling line is operating. Multiple compartments in a tank above the filler of a 48 place rotary should be installed. In a small plant the manufacturer uses at times have to mix the syrup. The sketch illustrates a [illegible] for handling boxes of sugar from the pallets to the sugar [illegible]. It is also possible to use a [illegible] which is [illegible] by several firms. The arrangement [illegible] the [illegible] [illegible] keeps the sugar [illegible] and the syrup room. Windows are closed in the sugar room [illegible] and are [illegible] [illegible] the bottling line.

Effects can be advantageously [illegible] the [illegible] the [illegible] the same floor as the bottling line.

Maintenance on our machinery, and particularly the filler must be used at two man operation, or a 12 man line is to be successful. Preventative maintenance equipment for all equipment should be provided not only at each machine but also with two mainly analysis of strategic points.

Engineering Counsel Necessary

Engineering counsel is needed to get the lowest cost in a bottling plant. A bottler rarely hesitates to hire a certified public accountant to be sure his quarterly financial statements are correct. He rarely hesitates to hire a tax expert to be sure his Federal and State tax payments are as small as possible. He should be equally ready to hire a process engineer to help him reduce production and sales costs as reductions are possible in probably 90 percent of the bottling plants. Such reductions should pay the fee of consultant engineers in less than one year.

Aim to Reduce Waste Motion

Conclusion. The most effective plant layout is that which reduces necessary steps to a minimum. There can be only one best way to lay out a line of equipment. For years bottlers have purchased and erected equipment to suit the layout of their building with no regard for economy of labor in handling of merchandise. With present costs these buildings must be revised and it is well to start with the correct layout of the plant.

You may say this is not possible because of the present lease of your building and the cost will be too high at this place to stay in the coverage business. Any bottler remodel a change in your building or a change to buildings because your business — increased at least to have an extra man moving or that on your payroll or the amount of wasted time or motion will present and increasing costs.

You are offered all these by only one bottle supplier

- Four colors of Glass (Amber, Georgia Green, Flint, Emerald Green)
- ACL (Applied Color Lettering)
- *High Lustre
- Label Design
- Syncro-Flash Finish
- Protective Film
- Wood Cases
- Duraglas Center Facilities
- Corrugated Cases
- Constant packaging research
- Bottles produced on Modern Automatic Machines
- Over 75 years of Beverage Bottle Manufacture

*

What influences the consumer when she picks out a beverage? Reputation and taste appeal, of course. But clean, lustrous appearance often plays a decisive part in her choice.

That's where your brand can pick up extra sales with the *High Lustre* of Duraglas beverage bottles. Their sales-catching sparkle is the result of advanced techniques of bottle-making developed by Owens-Illinois' continuing research.

For "dollars and cents" reasons, it pays you to depend on Owens-Illinois for all your beverage bottle needs. Prompt, experienced service.

7-oz. Duraglas bottle with Applied Color Lettering. ACL labels are fused into bottles in one to three colors.

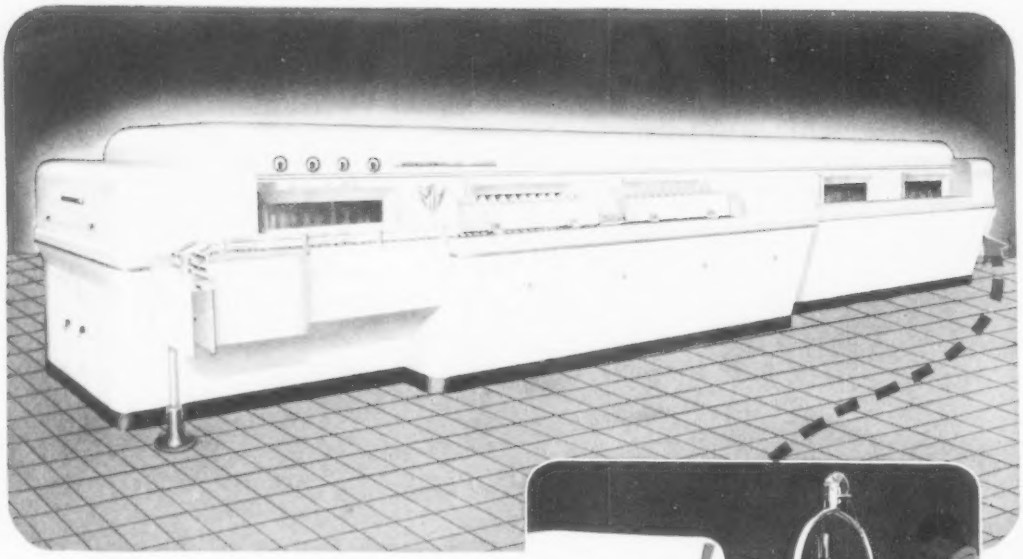
Duraglas

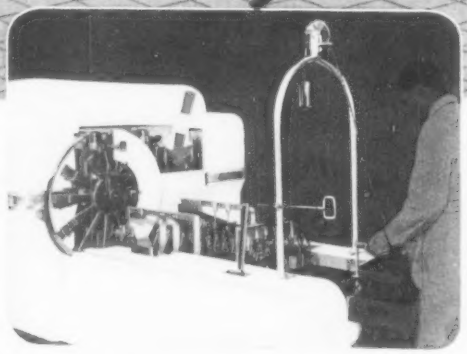
BEVERAGE BOTTLES

Look better—Last longer

OWENS-ILLINOIS GLASS COMPANY

Toledo 1, Ohio • Branches in Principal Cities





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Bottle Washer
Best Anywhere

Once you've actually seen the results produced by the Miller Hydro Bottle Washer in your own plant, you'll be convinced that it is the *best* bottle washer available *anywhere*. It *looks* better . . . It *lasts* better . . . It operates better — and above all — it cleans bottles better. Find out more about what the Miller Hydro can do for your plant and your profits. Miller Hydros available in 30 to 300 b.p.m. capacities to handle all size bottles.

WRITE TODAY FOR FULL INFORMATION!

Now - ONE MAN CAN LOAD A MILLER HYDRO OF ANY CAPACITY

With the new Miller Hydro Bottle Loader — optional equipment on Miller Hydro Bottle Washers—one man can load up to 300 bottles per minute. ~~Hundreds~~ Thousands of dollars per year can be saved on labor alone over your present methods! And at the same time bottle breakage is reduced and operation is speeded.

MILLER HYDRO CO.
Bainbridge, Georgia

Manufacturers of MILLER HYDRO BOTTLE WASHERS - MILLER CASE PACKERS - MILLER BOTTLE CONVEYORS - MILLER KENDALL MIXERS - MILLER INSPECTION BOXES - MILLER FLUORESCENT INSPECTORS - MILLER ACCUMULATOR TABLES

JOHN MULHERN CO.

Serving Bottlers Since 1913

Set up for action.

Special Events Trailer . . .

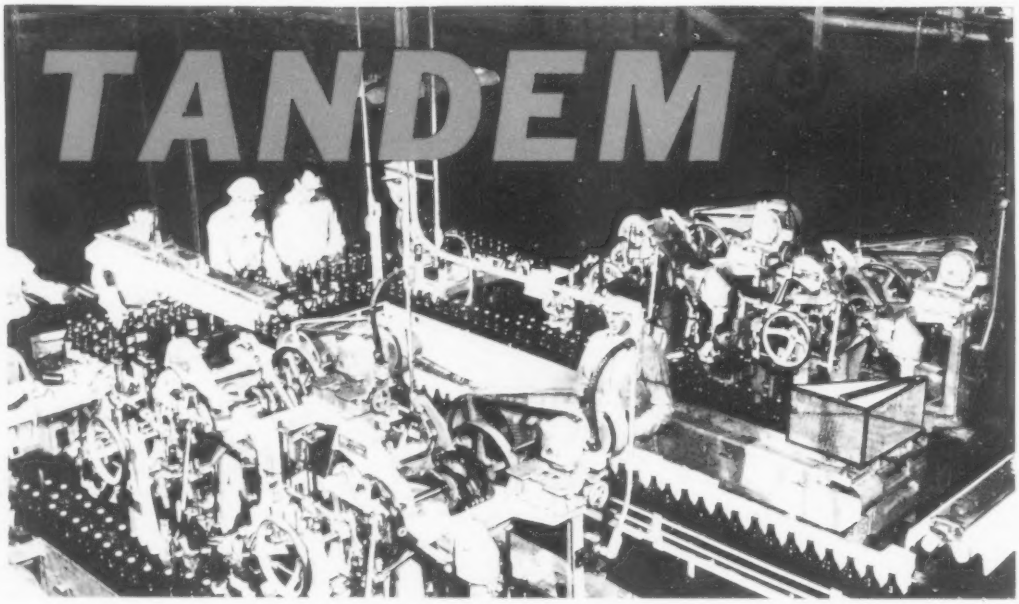
WORKING on the theory that wherever people gather, Coca-Cola shall be, the Detroit (Mich.) Coca-Cola Bottling Company has developed a Special Events trailer that enables the plant to sell its product at such crowd-gathering attractions as circuses, fairs, and outings, even though normal retail facilities are lacking.

The trailer, equipped with bins that can be packed to hold about 120 cases of the drink, may be easily and quickly coupled to a sale-car or pick-up truck, and transported directly to the scene of the event.

The trailer is also used to build consumer goodwill, and oftentimes it is loaned to some community group. Although its complete cost was less than $1,000, sales manager Bill Bernard says, "I don't know of any single thing that we have done in the last 20 years that has created more favorable interest on the part of the public than this trailer."

Above—In transit, the trailer is hooked up to a business coupe or a pick-up truck. This photo also shows the top down over the trailer. This is done with thumb screws which, when released, allow the top to telescope.

Right—Rear end view shows the storage bins which have a 120-case capacity. They are packed on the company premises with regular help and filled with finely crushed ice in plenty of time for the Coke to become ice cold (about 35°) upon arrival at the locale of the event.



— best in the WORLD for you

Whatever your labeling production may be . . . however requirements may vary from day to day or season to season . . . you'll find the WORLD *Tandem* Labeler most adaptable, and certainly most economical. Here's why:

— you can operate all units in tandem for maximum output.

— or operate any one unit independently.

— or stop any one unit, if necessary, without affecting the flow to other units (*Tandem's* Centralized Feed Conveyor sees to that)

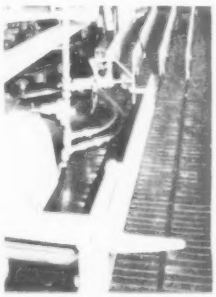
— you can add an *extra* unit any time increased production demands it.

But no matter how you operate it, the *Tandem* always delivers superbly clean, s-m-o-o-t-h, quality labeling, 75 bottles per minute up to 350 or more. WORLD *Tandem* Labeler Bulletin gives full details — floor plans, too. Ask us to mail you a copy.

TANDEM'S

Centralized Feed Control

feeds bottles in proper proportions to all labeling units. Allows stoppage of any unit, any time, without affecting flow to other units. Cuts off any overflow of incoming bottles, then restores correct flow to all units. Operates automatically, assuring trouble-free, gentle handling of bottles at all times, under all conditions.



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Know Your Dealers' Problems --And You'll Sell More

To do a more intelligent selling job, sales personnel of Buffalo, N. Y. plant study dealer trade publications.

HELP THE DEALER—HELP YOURSELF

Alvin E. Backes, right, head of the 7-Up Bottling Co., of Buffalo, N. Y., examines the dealer trade literature on file in his office with one of his routemen. "By learning about the business of our customers, we are able to sell them more intelligently and effectively," Mr. Backes says.

"The sound way to sell more," says Alvin E. Backes of 7-Up Bottling Co. of Buffalo, N. Y., "is for the salesman to know and understand the customer's business and be able to offer fine helpful suggestions from time to time. This may sound like a lot of old fashioned hooey, but I am confident that *the way in which we apply* this principle has largely been responsible for our 1949 volume increase of over 20.

"We subscribe to the trade magazines of the various types of outlets we sell. We get grocery magazines, drug magazines, tavern magazines, hotel magazines, and so on. I read all of these publications. So do our sales manager and his assistants. And our 26 route distributors are encouraged to take copies home for overnight and weekend reading. Nearly all of our men actually do read nearly all of these magazines.

It's Paying Off

"The result is that all of us have a constant familiarity with the special problems of each type of outlet. We (and I mean the men who make the stops) can talk to the grocer in grocery language about what other grocers elsewhere are doing, to cope with the same conditions that our customer is facing . . . and the same with each other type of trade.

"Our customers have come to regard us as well-informed people with helpful opinions and comments . . . not just sellers of 7-Up. And there is only one way in which they can show their appreciation of our sincere help: by giving a little extra push to our brand, which they do.

"Yes, it takes a lot of time to read these magazines. But by learning about the business of our customers, we are able to sell them more intelligently, to help them more constructively, and to earn their sincere confidence and good will."

OLD COLONY GRAPE

America's Finest Grape Drink

FLAVOR COST

NOW ONLY **8.7¢** PER CASE

(24—10 oz. bottles not including sugar)

10% Savings on Shipping Costs, Too—Due to Revised Handling Methods

WRITE, WIRE OR PHONE FOR DETAILS! You don't have to settle for high cost and short profits, or for mediocre quality. Investigate the long profit possibilities of OLD COLONY GRAPE!

Old Colony Offers You...

- A Nationally Known Quality
- A Nationally Known Name
- Cooperative Advertising and Merchandising Support
- Sales and Operating Assistance

And You'll Also Get...

- Quick Dealer and Consumer Acceptance
- Fast Turnover
- Big Profit Markup

GET THE FACTS TODAY!

Orange-Crush Company

314 W. SUPERIOR ST., CHICAGO 10, ILLINOIS

In Canada: Orange-CRUSH Ltd., Toronto, Ontario

A Carbo-Cooler installed now for your present conventional filler can be used later for a premix filling line

An Important Message for the Bottling Industry:

The most impressive development in bottling plant operation in a decade is the premix system of operation available now for multiple drink lines. Only the Carbo-Cooler gives you the two-fold advantage of cooling and carbonating water now with a combined ability to cool and carbonate for a premix operation later. In hundreds of plants the Carbo-Cooler is cooling-carbonating mix, and delivering the finished beverage to the filler in stable, cold condition. Hundreds of additional bottlers are now considering the premix system for future lines. If you plan a change in cooling and carbonating equipment, we make this suggestion: install a Carbo-Cooler now to produce cold, carbonated water for your present filling equipment. Later when premix equipment is added, your Carbo-Cooler can be quickly converted with no obsolescence or loss in investment. In the meantime, you will enjoy all the advantages which have made the Carbo-Cooler first choice in the nation's leading bottling plants.

Write today for Bulletin No. 181 to: MOJONNIER BROS. CO., 4601 W. OHIO ST., CHICAGO 44, ILLINOIS

ADVANTAGES OF CARBO-COOLER AND PREMIX SYSTEM

1. Uniform product.
2. High speed filling.
3. Water and syrup cooled and carbonated simultaneously and completely mixed, eliminating need for bottle tumbler after filling.
4. All stainless steel packaged unit, incorporating latest technical advances.

At right, Mojonnier Carbo-Cooler with Model 31 Mojonnier Syrup Cooler mounted at left. Equipment presently operates with 32 spout filler, but has capacity to handle 40 spout operation. Equipment includes 50 H.P. refrigerating unit. In plant of Nehi Bottling Company, Birmingham, Alabama.

Mojonnier CARBO-COOLERS ALSO SYRUP COOLERS AND WATER COOLERS

America's Leading Line of Stainless Steel Cooling and Carbonating Equipment

Thomas Jones, Argenta Bottling Co., N. Little Rock, Ark., Double-Cola bottler for 12 years.

Gene Jackson, Double-Cola Bottling Co., Nevada, Mo., Double-Cola bottler for 12 years.

R. Clyde King Double-Cola Bottling Co., Hopkinsville, Ky., Double-Cola bottler for 12 years.

Joe Foster, Jr., Double-Cola Bottling Co., Huntsville, Ala., Double-Cola bottler for 13 years.

WHY *You* SHOULD BOTTLE DOUBLE-COLA

DRINK **DOUBLE COLA**

Ask any Double-Cola Bottler . . . he'll vouch for these important reasons why you should bottle Double-Cola:

1. Double-Cola's quality is outstanding. Taste it . . . compare it with any other cola drink on the market.
2. A formula proven beyond any doubt by more than twelve years of successful operation by many Double-Cola bottlers.
3. A parent company that knows the bottling business from actual experience for more than thirty years.
4. Approximately 70 per cent of all soft drinks sold to the consuming American public are cola drinks.
5. The name is a "natural" for a 12-ounce bottle. (There is Double-Cola Jr. too in a 7½-ounce bottle).
6. A genuine cooperative advertising program.
7. Distinctive, sales-producing advertising materials.

For a great franchise, write us today.

THE DOUBLE-COLA COMPANY
Chattanooga 8, Tennessee

Walter H. May, Double-Cola Bottling Co., Meridian, Miss., Double-Cola bottler for 11 years.

Jay W. Kirksey, Jr. and Jack R. McArver Double-Cola Bottling Co., Harlingen, Texas Double-Cola bottlers for 3 years.

George Hunt, Big Bill Bottling Company, Reidsville, N. C. Double-Cola bottler for 12 years.

3¢ Carton Deposit Boosts Returns-- And Volume!

California plant shows a 150% increase in returns of empty carriers —and a 20% increase in volume—after initiating a carton deposit.

LAST June the Grapette Bottling Co., of Long Beach, Calif., initiated a three-cent deposit on six-bottle carry-home cartons. It was a necessary move for its carton losses were admittedly "abnormally heavy"; at the same time it was a courageous action for it imposed an additional burden on both dealers and consumers at a time when competition for the dealers' goodwill and the consumers' nickels was becoming more severe.

But it worked out "just fine".

When queried recently on the results of the new deposit policy on cartons, K. Var Saunders, manager of the plant, pointed out these two "terrific" benefits:

1. Carton returns have jumped to 90 percent, compared to a previous 35 percent — an actual increase of better than 150%. The significance of this amazing increase in carton returns might best be illustrated in another way: where the company previously lost 65 out of every 100 cartons it sold, it now loses only 10. And it receives three cents for each of these lost cartons to boot!

Since carton business accounts for approximately 25 percent of this firm's total volume, that's quite a saying . . . and it's making a big difference in the company's net profits.

2. The deposit apparently has not slowed sales of the cartons. On the contrary, carton sales are up 20% over a year ago. This would indicate that increased *carton returns* have also meant increased *consumer returns* to the place of purchase. And surveys show that the consumer who returns to the store with empties generally leaves with fulls.

Job Wasn't Easy

Naturally, the job of selling the company's trade on the deposit was not an easy one. Mr. Saunders admitted that "we knew we had to get 100 percent cooperation from our dealers or be licked in the attempt.

"Our salesmen were instructed

DEPOSIT IS DOING THE JOB

Cases containing five six-bottle cartons of Grapette are checked out by K. Var Saunders, plant manager, left, and H. F. Mason, route supervisor. The carriers are selling better than ever since the company instituted a deposit on them.

UNITED'S 1950 sturdy DURAMATIC carrier is time-tested. Designed and engineered for multi-trip easy carrying. Easier stacking and filling by automatic machines. The 1950 DURAMATIC is the answer to all your problems.

UNITED'S 1950 DURAMATIC CARRIERS

- ***set up quickly*** — ***save handling***
- ***have sturdy construction*** — ***last longer***
- ***stack easily*** — ***mass displays***
- ***precision cut*** — ***automatic filling***

WRITE, WIRE OR PHONE UNITED TODAY, WE ARE READY TO SHOW YOU WHY

IT PAYS TO PACKAGE WITH UNITED

UNITED BOARD & CARTON CORPORATION

Folding Cartons and Package Specialties • From Pulp to Finished Product

P. O. BOX 1318, SYRACUSE, NEW YORK

CARTON PLANTS: VICTORY MILLS, SYRACUSE, COHOES, BROOKLYN, N. Y., SPRINGFIELD, O. BOARD MILLS: LOCKPORT, THOMSON, N. Y., URBANA, O.

to put our case before their accounts squarely. They told the dealers that today's business conditions did not permit giving away 15 cents—the approximate cost of five cartons—on each 30-bottle case of beverages.

"Where it was necessary," Mr. Saunders continued, "the men made it even stronger. Either, they said, we charged a deposit, or we raised our prices. The dealers preferred the deposit, much to our satisfaction."

Other Benefits

The additional return of cartons also has stimulated a proportionate increase in returns of bottles—another important saving for the plant, Mr. Saunders declared. Furthermore, he pointed out, the deposit is boosting carton trippage.

Before the firm inaugurated its carton deposit, it considered itself lucky to use a carton two or three times. Now a carton makes nine to ten profitable trips.

The company, incidentally, also initiated a deposit on cases at the same time it put one on cartons. The shell deposit is 25 cents. This brings the total deposit on a five-carton shell to $1.00—60 cents for bottles (30 bottles at 2 cents each), 25 cents for the shell, and 15 cents for cartons.

All of which is not hurting business—and profits—one bit.

Owens-Illinois Honors 36 Frisco Employees

Eighty-six employees of the Owens-Illinois Glass Co. in the Greater San Francisco field, were recently tendered a banquet by the company, for their records of continuous service with the firm, ranging from 10 to 55 years. The highest service award went to Charles Howe, of San Francisco, who has been with Owens-Illinois for 55 years. Awards were made by president J. Preston Lewis, who came from Toledo, Ohio, for the occasion.

Voices Fear of Another Sugar Shortage

Fear of another sugar shortage, with a resultant increase in price, was voiced recently by George Silver, Nehi Bottling Co., Los Angeles, at a recent meeting of the Southern California Bottlers' Association.

Mr. Silver declared that sugar stockpiles are dwindling, and emphasized the need for a more favorable sugar quota.

In addition to member-bottlers, the meeting was attended by ice cream manufacturers, confectioners, and other industrial users.

John H. Strine

John Herbert Strine, 54, plant superintendent of the Burns Bottling Machine Works, died recently. Mr. Strine joined Burns in 1937 as a field representative.

Is The Pressure On?

Liquid

Obsolete machinery can be the unwelcome white elephant that increases production costs and crushes profits. Get out from under by replacing outdated, profit-thieving equipment. Modern LIQUID fillers, washers, carbonators and other high-efficiency machines pay big returns on original investment and quickly amortize themselves.

We'll gladly give you facts and figures on the equipment used by leading bottlers across the nation. Write today for LIQUID'S new, 32-page Bottlers' Equipment Catalog...and invite a Liquid Bottling Plant Specialist to review your problem of how to trim costs to a satisfactory profit level.

The LIQUID CARBONIC CORPORATION

3110 South Kedzie Avenue, Chicago 23, Illinois

Bottle Washers · Carbonators · Water Refrigerating Units · Fillers · Beverage Mixers · Labelers

Bottler's Community Hall Is Hauling In Sales

Western plant offers meeting place and refreshments to civic groups, and gets paid off in goodwill and sales.

PEPSI-COLA Bottling Co. of Phoenix, Arizona, rang up record sales and production in 1949. This followed a record year in 1948.

When one asks Harold L. Pickert, president of the firm, or John D. Brown, assistant to the president, and production and advertising manager, the reason for this business expansion, they answer:

"A large portion of the credit for our current business growth must go to the community goodwill program built through our 'Pepsi-Cola Hall'."

And a look at their booking sheet bears them out on the fact that the 'Hall'—a meeting place provided in the plant by the management for local civic, charitable and business groups—is helping the firm build goodwill and sales.

Consider this: One day in 1949 the city's Dental Technicians Club used Pepsi-Cola Hall for a morning meeting; the State Department of Health Nursing Division used the same hall in the early afternoon, and a business group used it in the late afternoon.

That's goodwill building where it counts. And at the same time the firm is introducing its beverages to hundreds of persons each month by supplying free drinks (Pepsi-Cola and Dr. Swett's Root Beer, natch) to the people visiting the Hall.

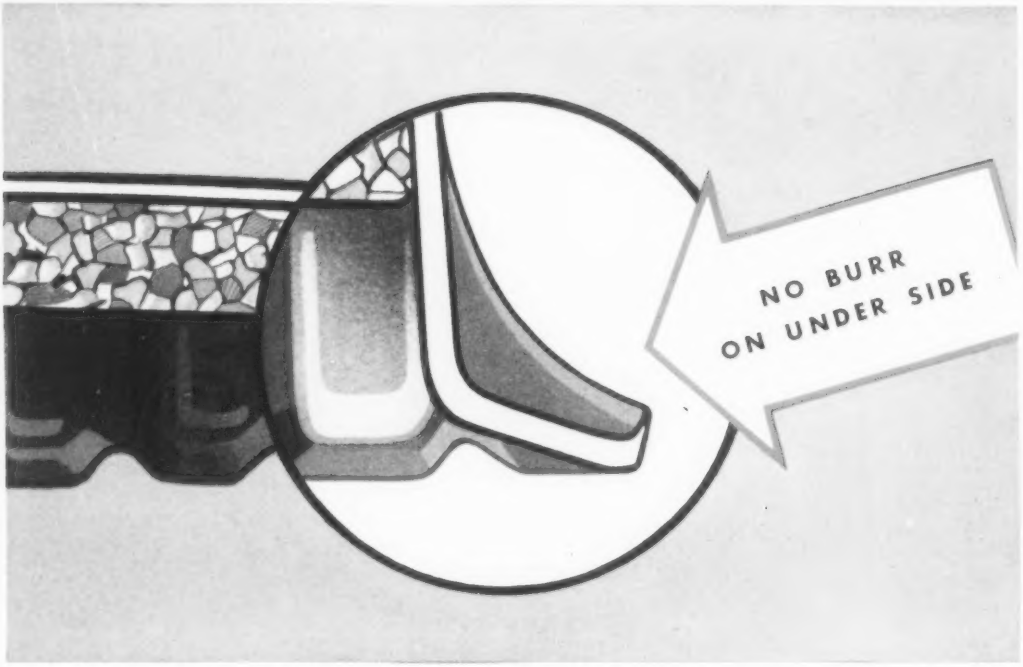
"By doing this," says Mr. Brown, the firm's enthusiastic promotion-minded manager who is in direct

THEY PLANNED IT THAT WAY

When the beautiful Pepsi-Cola plant in Phoenix, Ariz., was constructed three years ago, plans were included for the Pepsi-Cola Hall—a meeting place for community groups.

IT'S ON THE HOUSE

Members of the influential Arizona Executives Club, one of the many groups meeting regularly in the Pepsi-Cola Hall, take time out to enjoy a cold Pepsi—on the house. Welcome sign (left) tells visiting groups that "auditorium and refreshments are provided for your convenience and pleasure."



ARMSTRONG'S *NEW* HIGH-SPEED CROWNS

flow faster — with less friction

Reduce snagging and hang-ups in your crowner chutes. Try crowning with Armstrong's new High-Speed Crowns. They flow faster, easier because the burr has been removed from the underside of the crown skirt.

As a result, there's far less wear and tear in crown hoppers, much less friction on high speed lines. Decorations don't get scratched up nearly so much, and there's far less dust in the hopper.

Best of all, Armstrong's new High-Speed Crowns are available for immediate delivery at no extra cost. Any quantity! For further information, write Armstrong Cork Company, Glass and Closure Division, 6303 Prince Street, Lancaster, Pennsylvania.

ARMSTRONG'S CROWNS

Try this blotter test!

Scrape the skirt edge of an old-style crown across the blotting surface of a desk blotter. Notice how much lint is scraped up. Then try the same thing with Armstrong's new High-Speed Crown. The lint it scrapes up is barely perceptible—because the burr has been removed from the underside of the skirt.

THERE'S A SOURCE OF SUPPLY NEAR YOU

JOHN D. BROWN

production and advertising manager, credits a large portion of the firm's business growth to its community goodwill program.

charge of the Hall operation, "we have a chance to prove to many folks . . . some of them for the first time . . . that our beverages are the tops."

10,000 People Use Hall Annually

In the first 10 months of 1949 the Hall was used by 288 clubs or groups. Some groups make use of the Hall's full capacity, 50 to 60 persons. But the average club brings about 25 persons to the Hall. In the three year's since the Hall was included in the firm's new plant, it has been used by between 7500 to 10,000 persons each year.

"The Hall gives us a chance to carry on a perpetual sampling program," Mr. Brown observes. "And we do it in a way so that people have a chance to realize that they're sampling our products. They're unhurried and in proper spirits when they are at a meeting in Pepsi-Cola Hall.

"What is more important," Mr. Brown emphasizes, "we get a chance to do this sampling at less cost than if we hired store or home demonstrators.

"Experience shows that our cost of operation of the Hall is $7 per day. This includes the cost of labor for cleaning it, and the soft drinks we serve. Since we also use the Hall for our own sales meetings, our original investment is hardly greater than any plant's for a sales- or recreation room," Mr. Brown adds.

The Hall is open free of charge five days a week. If persons insist on using it for a weekend meeting, the firm charges them $5. This fee is used to cover the cost of hiring someone to clean up the Hall.

There's hardly a Phoenix public group or club that hasn't used Pepsi-Cola Hall at one time or another in the past three years. Many groups use the Hall until they establish their own headquarters. The firm has a thick file of letters from grateful civic and club secretaries.

Dealers Use Hall

"We have a chance to promote our beverages direct to some groups who are important dealers in soft drinks," Mr. Brown asserts. "Take the Arizona Retail Grocers Association; they use our Hall for meetings. And the Associated Grocers,

Get Quick Facts on Low-Cost Cleaning right here in this FREE Booklet

Wherever corners must be cut to lower production costs. Or when discrepancies occur in beverage flavor. Or if you are plagued with variations in beverage color . . . no matter the dilemma, this handy cleaning guide is just the thing you need.

For here are quick facts on how to cut cleaning and sanitizing costs with modern Oakite cleaning methods and materials. How to prevent contamination through proper selection and application of chemical sterilizing agents. How to remove lime scale from bottle-washing equipment. How to prevent lime scale from forming.

You'll read of a new and improved method of lubricating bottle and case conveyors. One that will lubricate the chains . . . clean the chains . . . stop bottle breakage. And more . . . much more—but send for the booklet. Its number is F-4176. No obligation.

OAKITE PRODUCTS, INC., 26A Thames St., NEW YORK 6, N. Y.
Technical Service Representatives in Principal Cities of U. S. & Canada

OAKITE

SPECIALIZED INDUSTRIAL CLEANING
MATERIALS • METHODS • SERVICE

with 140 active grocers in our area, also meets in our Hall. Other dealer groups that use our Hall include the Arizona Restaurant Association, Gasoline Dealers of Phoenix, and the Gulf Oil Company's staff.

"Newspaper reports on the meetings held in our plant also give us a lot of valuable and free publicity," Mr. Brown adds. "And it's continuous publicity, for our Hall is in continuous use."

Among the diverse groups who have used the Hall, in addition to those previously mentioned, are the Boy Scouts, Girl Scouts, Parents-Teachers Association, Police Auxiliary, Democratic and Republican political organizations, Ski Club, Bowling Leagues, Visiting Nurses, Phoenix Food Managers, labor unions, church and Sunday School groups, and the Arizona Executives Club.

Of course, the Pepsi-Cola Hall program is not the only promotional and goodwill-building endeavor conducted by the company. "We have a thorough and well-rounded advertising program," Mr. Brown declares.

"But," he maintains, "more than anything else, it is our Pepsi-Cola Hall which is winning us new friends, new consumers, and new sales."

For bottle washing—and for bottle washing only! Solvay ANCHOR ALKALI is a specially compounded product, made to give you sparkling, spotless, gleaming bottles. This *special* cleanser leaves bottles clean, sterile and—thanks to its special rinsing properties—completely free from specks, specs and dulling film. Solvay ANCHOR ALKALI is economical to use, too—consumption per unit number of bottles washed is unusually low. So specify Solvay ANCHOR ALKALI—the *specialty* bottle washing compound.

SOLVAY SALES DIVISION

Agrees Not to Promote Grape Drink As "Winey"

Union Bottling Co., Memphis, Tenn., stipulated with the Federal Trade Commission that it will stop disseminating any carbonated beverage advertisement which uses, without qualification, the brand name "Graport," or terms such as "grape flavor," "winey flavor" or "winey muscadine flavor" to describe or designate the beverage. If such descriptive terms or the name "Graport" are used, the stipulation requires disclosure that the beverage is an imitation grape product.

The stipulation was approved under the Commission's policy of encouraging law observance through cooperation in certain types of cases where there has been no intent to defraud or mislead.

Union Bottling Co. trades as the Graport Co.

Thompson Elected By Miami Bottlers

James E. Thompson, of the Dr. Pepper Bottling Co., was elected president of the Miami Bottlers Association at a recent meeting of the organization in El Comodoro Hotel. He succeeds George Reinstein, of the Virginia Dare Bottling Co.

Others elected were David Bland, Southern Beverages, vice president; Sherman Tobin, Seven-Up Bottling Co., secretary, and George S. McGrath, Coca-Cola Bottling Co., treasurer.

P. C. Shirer

Percy Claude Shirer, for 32 years head of the Coca-Cola Bottling Co., Lane, S. C., died Jan. 30. He was 74.

Mr. Consumer carries your ADVERTISING

—*wherever* he goes with Progress PORTABLE COOLERS

Available in a number of colors. Can carry your trade-mark or sales message embossed, imprinted or in decal.

WRITE FOR COMPLETE FOLDER

Progress REFRIGERATOR COMPANY
LOUISVILLE 1, KENTUCKY

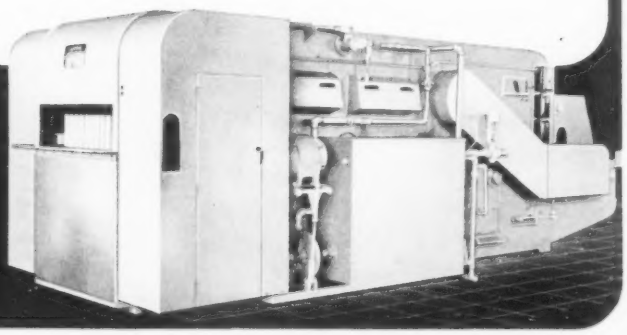
Ladewig DOUBLE END BOTTLE WASHER

Invites Comparison On Every Requirement!

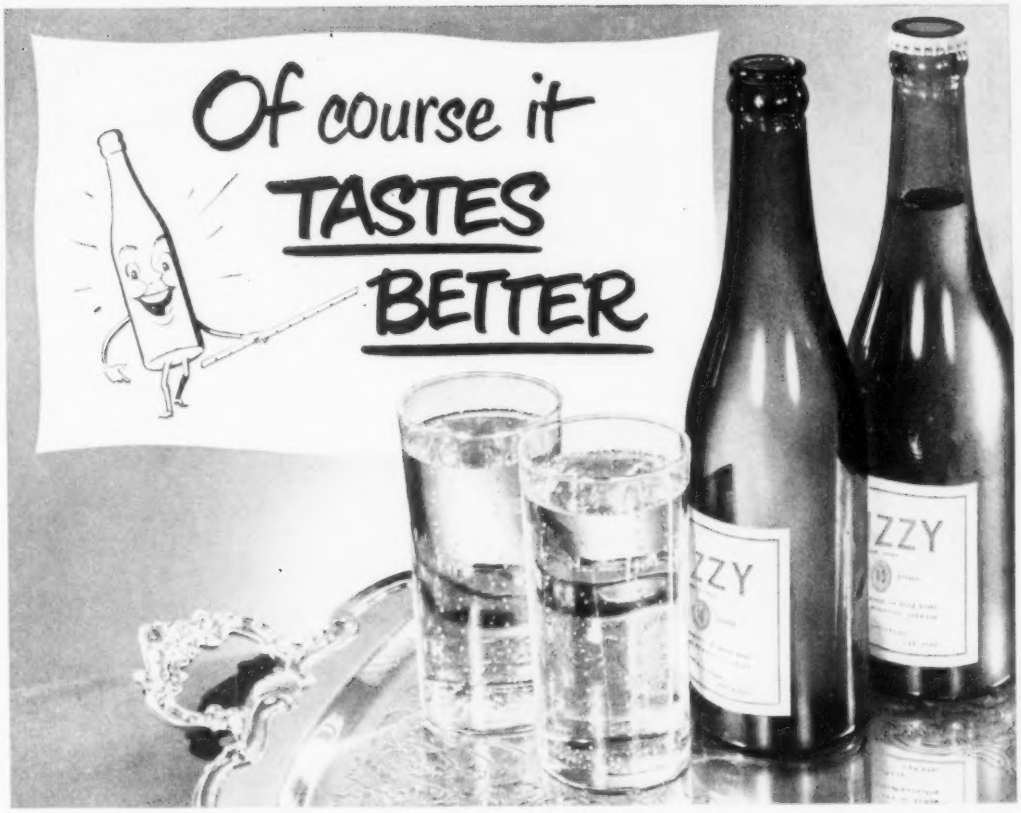
- ★ **Full Range of Capacities**
  24 to 310 Bottles Per Minute
- ★ **High Rate of Production**
- ★ **Low First Cost**
- ★ **Reduces Costs of Operation**
- ★ **Compact Design**
  Less Plant Space Required. Lower Weight and Volume a Special Advantage to Overseas Bottlers.
- ★ **Dependable Trouble-Free Operation**
- ★ **More Sparkling Sterile Bottles**
  Per Hour — Per Dollar
- ★ **Smooth, Quiet Operation**
- ★ **Gentle Handling Reduces Bottle Damage**
- ★ **No Scratching or Scuffing**

ATTENTION BOTTLERS!

You are invited to check up on any or all of these points of comparison. For full details, write TODAY for our new, profusely illustrated book — "The LADEWIG WASHER . . . and Its Advantages to the Bottler."



Archie Ladewig Co.
WAUKESHA
WISCONSIN
U. S. A.



HERE'S WHY

The better a carbonated beverage tastes, the better it sells. That's just plain sense. And it's a fact that Merck Citric Acid brings out the flavor of a good beverage—makes a good flavor *taste better*.

Other Merck Products
For The Bottler

Lactic Acid — Mineral Salts
Phosphoric Acid — Sodium Benzoate
Sodium Citrate
Tartaric Acid

MERCK & CO., INC.
Manufacturing Chemists
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Merck Citric Acid

"Blooming GOOD FLAVORS"

to Support Your Leader

Leader in the Cherry field for over 35 years.

A new Orange, juice content. Available in strengths of 1-10, 1-16, and 1-24.

A distinctive blend. Vast improvement over standard, old-type strawberry extract.

A full-flavored product. Ingredients mellowed with pure Vanilla.

A "winey-type" Grape. Contains extract of fruit with a high acid content.

PAY ONLY FOR QUALITY AND DISTINCTIVENESS...

1. No "special" bottle investment.
2. No "hidden" advertising cost.
3. Special crowns at market price.
4. Territorial protection on all flavors.

Write for added information, or trial shipment.

THE Cherry Blossoms COMPANY • 4547 OLIVE ST. • ST. LOUIS 8, MO.

Makers of "Blooming GOOD FLAVORS"

Doing Something With the Weather!

Beverage sales fluctuate with the thermometer. The author suggests a program of capitalizing on weather changes.

by Dr. I. P. Krick, president, American Institute of Aerological Research

OF ALL the dramatic and important scientific discoveries of this century, probably none is more important to the soft drink industry than developments in the science of meteorology and weather forecasting. With the knowledge that weather—world weather—definitely conformed to certain patterns and followed predictable sequences, came a new spur to meteorology. The war, of course, gave considerable impetus to the development of forecasting techniques specially fitted to solving operational problems, particularly those of the Armed Services. And now the fruit of that fabulous volume of research and development done during the war years is available to serve businesses and industries who need it.

Bottlers have long been aware that their industry is one of the "weather sensitive" businesses, but they have not always realized that there is something definite and constructive that they can do about it. They have known that their sales increase sharply in hot weather, but they know too that they can't do anything about making the weather hot when the elements won't cooperate.

However, when sales increase, work increases also. The bottler has overtime expense, multiple shift operations, the necessity of obtaining additional delivery equipment, possibly a shortage of glass in his plant, and low floor stocks. When these, and the host of other problems accompanying rapidly expanding production land without warning in the bottler's lap, he cannot solve them as well and as intelligently as he could if he were forewarned and forearmed.

These effects of weather are obvious, as is the conclusion that a bottler located in a hot area will sell more soft drinks than a bottler in a cold area, all other things being equal. But there are many other effects of weather on the industry, some suspected, some unsuspected, but which must be understood for intelligent planning.

For instance, there is reason to believe that there may be a correlation between soft drink sales and atmospheric pressure, independent of temperature or humidity. Some support of this contention is the knowledge that the feeding habits of animals and fish and metabolic reactions of humans are very strongly influenced by atmospheric pressure.

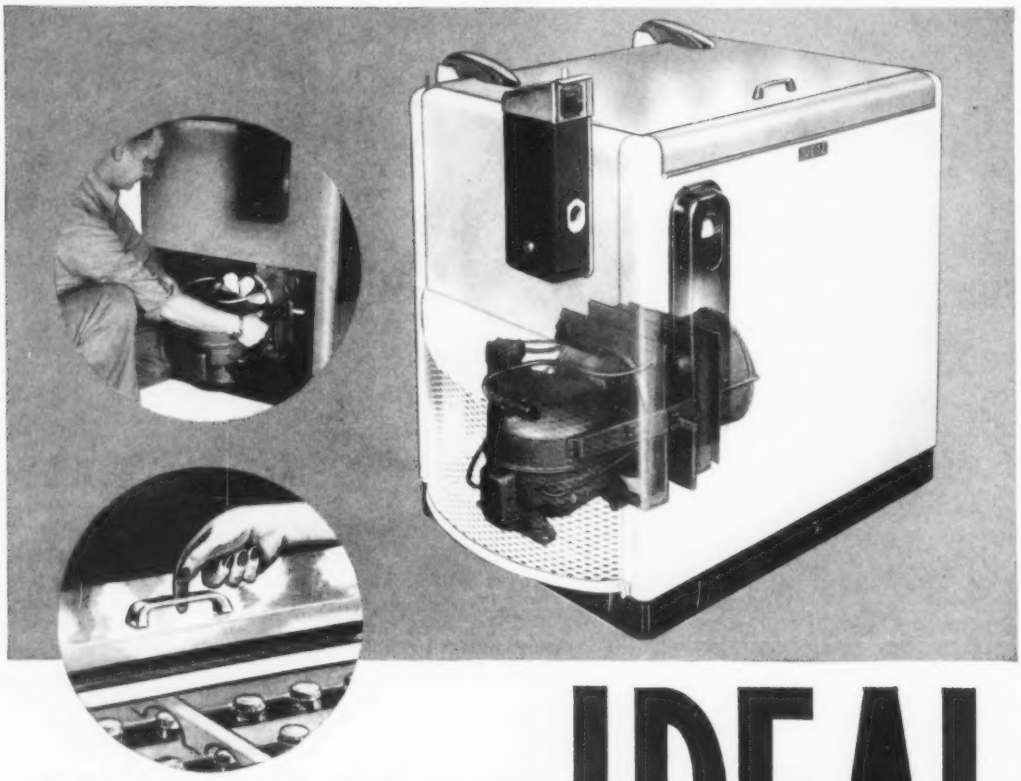
So, in common with many other industries, the soft drink bottler finds himself in the position that the weather can be either an enemy or an ally; it can be either a source of uncertainty and fluctuations, or a source of certainty in planning; it can be the "monkey wrench" in the machinery, or a tool with which to build a dependable program. The bottler's position regarding these extremes depends upon his attitude toward the weather, and the facts available to him for making his decisions.

Nothing is less constructive than just thinking or worrrying about the weather. And, yet, until quite recently, the bottler has not had much alternative. But now a definite program can be outlined to remove this controversial issue of weather from the realm of the conjectural, and to clarify it with facts and a definite program. And the facilities are available for handling each of

EASY

To Change Package-Type Refrigeration System

To Raise or Lower New Counter-Balanced Lid



The Leading Selective

BEVERAGE DISPENSER

IDEAL

Twice as easy to service! Ideal's new "packaged" refrigeration system can be replaced in 30 seconds without special tools. Loosen 2 clips and the entire system slides out like a drawer. Easy to open—the new counter-balanced lid raises and lowers with one finger. Learn about the other improvements and features of the new IDEAL "Selective" DISPENSERS. . . Recessed type lids with improved breaker strips. . . Improved cabinet designs. . . Improved insulation. New MODEL 70-B (pictured above) vends 80 bottles: precools 80. Height, 32"; Width, 27"; Length, 36". Two other sizes—larger (MODEL 300-B) and smaller (MODEL 35-B). All are selective—sell up to 8 flavors.

Write, Wire or Phone for Literature and Prices.

IDEAL *Dispenser Company*

COIN OPERATED DISPENSERS

DEPT. 523, BLOOMINGTON, ILLINOIS

the three phases of the program. The steps which the bottlers must take so that they may run their business with weather as an ally instead of a disturbing element are as follows:

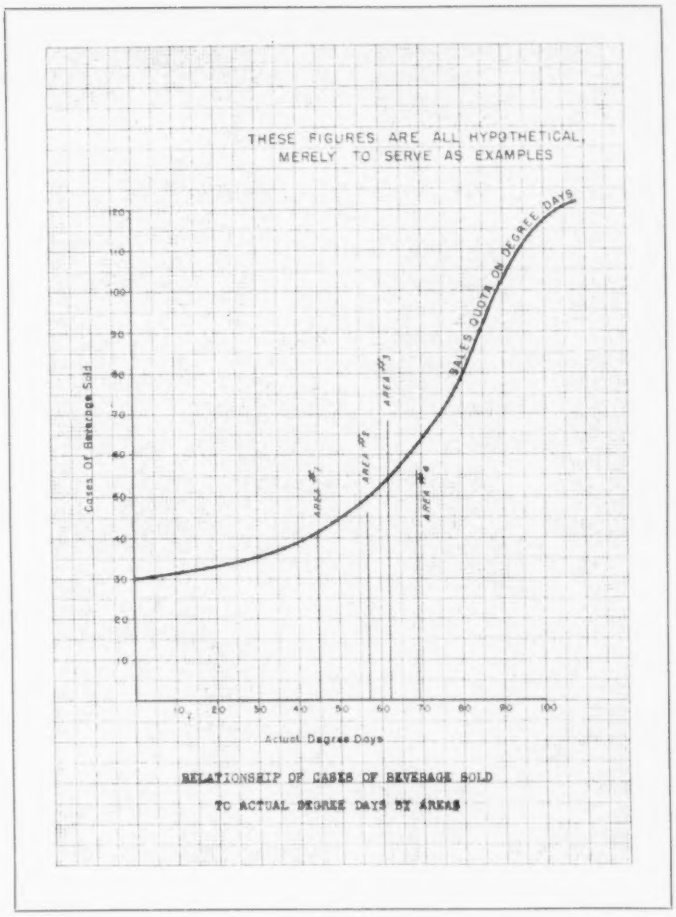
Step 1. The A.B.C.B. could sponsor a research project with the aim of obtaining complete and accurate data on the effects of weather on the soft drink industry. The survey would study weather in its relation to every operating problem, from production to finance, from case drop to management control.

Step 2. On the basis of this survey, each bottler can decide the value to him of being able to anticipate and plan for each of the operating problems studied.

Step 3. Where the bottler can measure an advantage in being able to know weather conditions in advance and thus to anticipate his operating problems, he can select a forecasting service which can best supply him the data he needs to solve his problems.

As in medicine, a cure cannot be prescribed before the disease is identified. So, the research project, serving as the diagnosis, must be the first step. Experience with many similar projects has shown that a clear definition of the objectives and course of the project is as necessary with research as it is with navigation. The following general breakdown of the study seems to establish a workable and worthwhile goal and course for the program:

1. Research to establish the relationship between weather and problems of production, sales, delivery, and finance.
2. Determination of the weather forecast data which needs to be supplied in order to guide operating policy. For example, the duration of periods when the maximum temperature will exceed 80 might be needed to determine expanding production.
3. Recommendations as to how the needed data can be obtained and how it may best be used.



Considerable information very pertinent to the botttlers' problem should result from such a survey. For example, it appears from a rough analysis of the situation that, among other things, specific data could be provided to guide decisions on the following problems.

1. *Production*, by finding the point, combining whatever weather factors are found pertinent, at which soft drink sales start climbing. When this point is defined, as well as the advance notice and accuracy with which it can be forecast, the bottler will be in an excellent position to plan his production accurately.

2. *Financing*, by anticipating the situations which normally call for additional capital. Two of these situations are the expansion for summer production, and the unexpected return of deposit money when the dealer reduces from summer stock to winter level.

3. *Sales*, by extending the high buying summer period to its maximum limits. If the dealer can be shown that the hot weather will come earlier than he expects, or stay longer, he may increase his summer stock sooner and retain that level later.

4. *Sales administration*, particularly in establishing performance quotas and checks. When sales are correlated to a degree-day standard set up through the research project, a degree-day forecast will provide a natural means for setting quotas. Also, a recapitulation of degree-day

the biggest profit maker in the industry!
Only 9 3/4¢ per case*
FLAVOR COST
Including Liberal Advertising & Promotion Allowance!
HERE ARE THE ACTUAL FACTS
9¾¢ per case is your actual flavoring concentrate cost — this includes 1¼¢ per case advertising, spent right in your own market — plus a generous promotion allowance!
*Not Including Sugar
NATIONALLY KNOWN
WELL ADVERTISED
DEMAND ITEM
And - A Real Profit Maker -
You—
Can start bottling this big profit maker now!
Exclusive franchises in your territory.
DAD'S ROOT BEER
JUNIOR
DAD'S
"JUNIOR" SIZE
DAD'S
Old Fashioned
ROOT BEER
CONTENTS 7 FLUID OZS.
ACTUAL SIZE
DAD'S 7 OZ.
"JUNIOR" BOTTLE
DAD'S
Old Fashioned
ROOT BEER
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FRANCHISE DIVISION DAD'S ROOT BEER COMPANY
GENERAL OFFICES: 2800 NORTH TALMAN AVE. • CHICAGO 18, ILL. • PHONE IN dependence 3-4600

information for a period will provide an accurate, impartial, and scientific means of checking the actual performance of dealers, salesmen, and entire bottling plants. The accompanying chart illustrates one way in which weather information can be used in judging sales performance. It can be quickly and accurately determined how the actual performance compares with what should have been attained. In Area 1, the performance was right on par. In Area 2 and Area 4, it was below what it should have been; in Area 3 the performance was better than was to be expected, indicating effective selling effort.

5. *Management*, in such decisions as locating plants, branches or dealers. Also, in launching a sales program or a testing campaign, the effect of weather must be understood. Otherwise, a proper judgment of the effect of the sales program cannot be studied because of the weather influence.

There are two basic types of forecasts; *literal* and *interpretive*. Neither one alone is sufficient to provide the information the bottler needs. The literal forecast which predicts the temperature and precipitation for a period is probably best for short range problems; the interpretive forecast which presents the influence of the expected weather on operating problems is probably most satisfactory for the longer range predictions.

Literal forecast facilities are now available to the bottlers but used by only a percentage of them. Local weather bureaus gauge the weather and announce their findings through every newspaper and radio station in the land; desk instruments can be purchased which makes every man his own weather forecaster. Most of these are based on atmospheric pressure. A new forecasting instrument, which is now on the market, is based on the principle that wind and cloud formations reveal the coming short period weather changes. Called the "Weather Guide," it contains a series of 12 full color cloud formation pictures which the amateur forecaster compares with current sky conditions, a compass to aid in determining direction of wind, and 112 separate forecasts for a summer and winter. The Weather Guide provides a strictly local forecast and one which may be altered as frequently as the wind or the clouds in the sky change, thus providing a continuity in anticipating weather changes.

This problem may appear very complex and hopeless to the bottler. And so it would be if no specialized services were available to help him. But it should be heartening for the bottler to know that a similar weather problem has been very successfully solved by other "weather sensitive" industries, and that there are nation-wide facilities available to the soft drink bottler which can solve it for him.

The research and forecasting done for the Air Force and the Army during the war was an illuminating example to industry of what far reaching operational decisions can be effectively made on the basis of weather forecasting. One of the most spectacular examples was providing General Eisenhower with weather forecasts to guide him in selecting "D" Day. But, equally important was the continued stream of forecasts supplied to Air Force generals to determine bombing plans. This problem was approached in the same way the soft drink problem should be. The conditions necessary for successful visual daylight bombing, and the length of time before the mission which the forecast must be made and the priority of the targets were specified. This is comparable to the research project recommended for the soft drink industry to identify their problem. Then, interpretive forecasts in line with these conditions were supplied. The generals were given the answer as to when the conditions needed would be present over the targets they desired. The introduction of this technique and approach had the profoundly significant result of more than trebling the effective bombing missions over Europe.

Since the war, many industries have availed themselves of this service, realizing its importance to their operations. Fuel suppliers, ice cream cone manufacturers, bathing suit makers, aircraft companies, oil companies, citrus associations, and agricultural growers are all making their plans more effectively with their knowledge of the effect of weather and the forecasts they need.

So as this summer boom prevails on the soft drink industry, preparations should start for the most efficient conceivable operation next summer. The bottler must do everything he can to establish better control over the costs of labor, ingredients, glass, cases, and distribution. Too large a percentage of these costs has escaped his control. When properly approached, the weather problem can be solved to aid in cost control. It has worked for many other industries—it can work for the soft drink bottler.

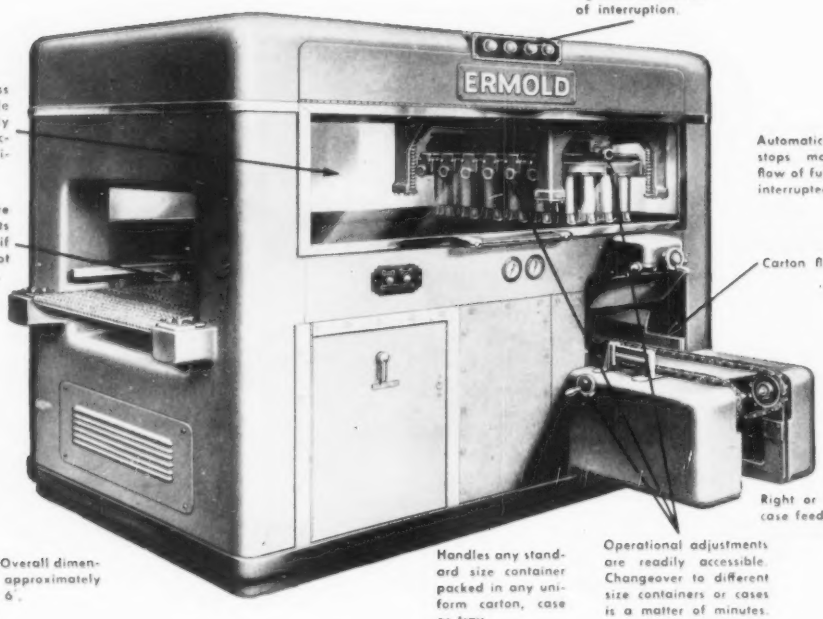
ADUSTABLE SIGN

Interchangeability feature of Canada Dry's new outdoor sign is demonstrated by W. H. Reinhardt, right, Canada Dry art director and display manager, to J. X. Kennelly, assistant advertising manager. The sectional sign can be assembled in seventeen different combinations of from one to seven panels.

Plan Now To Put The New

ERMOLD AUTOMATIC UNPACKER

On Your Line in 1950



Colored signal lights indicate cause of interruption.

Hinged safety glass windows provide maximum safety without loss of accessibility or visibility.

Photo-electric eye control interrupts unpacking cycle if containers are not clear of machine.

Automatic control stops machine if flow of full cases is interrupted.

Carton flap guide.

Right or left hand case feed optional.

Compact. Overall dimensions are approximately 6' x 6' x 6'.

Handles any standard size container packed in any uniform carton, case or tray.

Operational adjustments are readily accessible. Changeover to different size containers or cases is a matter of minutes.

After years of research and field work, Ermold has designed the most practical, most economical method of removing standard containers from cartons, cases or trays and placing the containers on the line. Plan now to integrate this new Ermold *Automatic* Unpacker into your production set-up in 1950.

Here's what the new Ermold *Automatic* Unpacker will do:

- It takes filled or partially filled cases and discharges the containers on a continuous conveyor while discharging the empty cases on either the right or left side.
- It automatically rejects odd size or badly damaged cases, under or overlength or broken bottles.
- Fully automatic safety devices not only protect employees, but also prevent damage to the machine.
- Output of the Ermold Automatic Unpacker is ample to meet most practical operating needs.

The new Ermold *Automatic* Unpacker is now being manufactured in quantity. Your Ermold representative will be glad to give you all the facts and show you how this new machine can be put to work in your plant. Write us today.

EDWARD ERMOLD COMPANY

652 HUDSON STREET, NEW YORK 14, N. Y.

OFFICES: BOSTON • CHICAGO • CLEVELAND • LOS ANGELES • MONTREAL • ST. LOUIS • SAN FRANCISCO • TORONTO • MEXICO • CUBA • ENGLAND

FOUNDED 1880 • *Famed for Labeling Leadership for 70 Years* • INCORPORATED 1911

ES 210

NOW

Is the Time to Order Your HERMAN BOTTLERS' BODY

FAST DELIVERY

New Sizes With More Capacity — New Low Height — Lower Cost Per Case Delivered

Production is humming at the Herman plant. We have plenty of steel . . . plenty of equipment . . . and plenty of men with specialized body-building "know how" to speed delivery on your order.

But with all our speed of production, the old-time HERMAN fundamentals remain the same . . . the same sound *All-Steel* . . . *All-Welded* construction that makes a HERMAN the best buy in the industry . . . the same eye-appealing streamlined beauty . . . and the same *Industry Designed* engineering that plans jobs to specific route requirements.

Why wait? . . . why be satisfied with LESS than what a HERMAN can give you? Order your HERMAN *NOW!*

Get All These Advantages

- **HERMAN All-Steel** . . . All-Welded construction has proved itself best in millions of miles of low-maintenance operation.
- **HERMAN UNIT CONSTRUCTION**—entire body welded into ONE unit and bolted to chassis frame. Body can easily be transferred to another chassis.
- **HERMAN Streamlined Beauty** and quality appearance make attractive business-building "Rolling Billboards".
- **HERMAN BOTTLERS' BODIES** are **quality** bodies—**built to outlast the chassis**—longer life at lowest maintenance costs.

HERMAN BODY CO. · 4400 Clayton Ave. · St. Louis, Mo.

10 STEPS TO HIGHER SALES

MORRIS Low Handle Carriers

STEP UP

- Saves Space
- Fit All Cases
- Makes Several Trips
- Safe Stacking--Either Vertically Or In Pyramids
- Trade-mark Appears On All Sides
- Ends Breakage Complaints
- Safe And Comfortable To Carry
- 50% More Advertising Space
- Checking Loads Made Easy
- Prevents Scuffing

Adaptable to all Brands

MORRIS
PAPER MILLS
135 South La Salle · Chicago 3, Ill.

Door-to-Door Sampling

It helps build brand recognition and dealer cooperation

DOOR-TO-DOOR sampling is coming back. It is a home market merchandising technique being employed by more and more bottlers to build consumer recognition of and desire for a particular brand, and improve dealer distribution. While there is a variety of canvassing methods, all of the successful ones follow the same fundamentals:

1. The door-to-door sampling program should involve not only a free give-away, but also, a sale, or at least an attempt at a sale. If the prospect is gently persuaded to buy the product, to make an investment in it, she will appreciate it all the more. In addition, the money derived from the sale of the product will cover, at least partially, the cost of the sampling program.

2. Hire fully qualified people to do the canvassing—men and/or women who are personable and friendly.

3. Program the itinerary of the canvassers so that the entire territory is covered in the shortest possible time. Duplication of calls is costly to the bottler, irksome to the consumer.

4. To obtain the best efforts of the canvassers, set up a commission-on-sales system.

5. Arrange for the canvassing to be done when most housewives are in their homes, so that as few calls as possible are wasted. Mornings are best.

6. No call should be a total loss. If the housewife is not at home at the time of the canvasser's call, product literature and a coupon redeemable for at least one free bottle of the drink should be left in the mailbox, or slid under the door.

7. The canvasser's sales talk or demonstration should always begin with a free sample of the iced beverage to the prospect. That will make the sales talk or demonstra-

FORM 1

NAME _____

ADDRESS _____

DEALER'S NAME _____

ADDRESS _____

CARTONS SOLD	AMOUNT COLLECTED	BOTTLES SAMPLED	NUMBER SAMPLED	LEFT SAMPLE	LEFT COUPON FOLDER

SIGNED _____

This is the card (regular size, 4¾" x 3") on which the door-to-door canvassers recorded complete data on every consumer who sampled and purchased the product. The cards were later shown to the dealer to impress him that HIS customer bought, desired the beverage.

A TRADITION OF FINE GINGERS 1880 --- 1950

GINGERS that have through the years set the National Standard as the highest quality that can be bottled.

GINGERS blended year after year as the most exacting Public Taste demands.

GINGERS that are honorably represented to the retailer as the finest procurable, WITHOUT QUALIFICATION.

"OLD ANTIQUE"—BLUE SEAL'S masterpiece of GINGER PERFECTION is acclaimed widely, under the individual trade names of many hundreds of Bottlers, maintaining its unsurpassed prominence through decades.

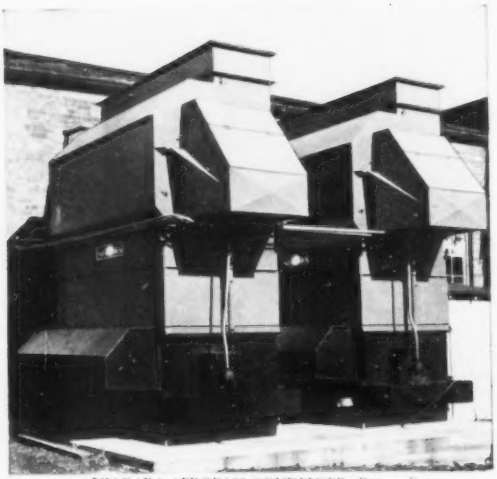
BLUE SEAL is honestly proud of its 70 years of service to Bottlers the World over. Our record of achievement is attested to not only by our own establishment in the Bottling Industry, but to the progressive solid growth of so many Bottlers using our Gingers exclusively.

Write for prices, quantity discounts, and further information. Our skill and experience will solve your Ginger Ale problems.

"The Bottler's silent partner for over 70 years"

Perfection and Purity

BLUE SEAL EXTRACT CO. INC.
CAMBRIDGE, MASS.



NIAGARA AEROPASS CONDENSER (Patented)

Saves half the Engineer's Troubles ...with a Refrigeration Plant

Hundreds of engineers have been interviewed about their experience with the Niagara Aeropass Condenser. In one way or another, they say, "I wouldn't go back to anything else." And their managers, who watch the costs, say, "Best investment we ever made, couldn't operate now, without it."

Niagara Aeropass Condensers have three exclusive features which save trouble and money in running a refrigeration plant:

The "Duo-Pass"— keeps scale and salts from crusting the coils, keeps the condenser always at full capacity.

The "Oilout"— removes oil and dirt from the refrigerant, at the exact point where the oil vapor is condensed and the refrigerant is not.

The "Balanced-Wet-Bulb" control gives automatic operation at the minimum head pressure, saving power cost the year 'round!

In addition, the Niagara Aeropass Condenser saves nearly all your cost of cooling water, quickly bringing back to you the cost of installation. In plants where refrigeration is a production process, owners know that this condenser has reduced their costs.

Write for Bulletin 103.
You can see one of these installations near you.

NIAGARA BLOWER COMPANY

Over 35 Years of Service in Industrial Air Engineering

Dept. NB 405 Lexington Ave., New York 17, N. Y.

District Engineers in Principal Cities

INDUSTRIAL COOLING • HEATING • DRYING
NIAGARA
HUMIDIFYING • AIR ENGINEERING EQUIPMENT

tion more readily acceptable, besides giving the prospect a better idea of what she is being asked to purchase.

8. Follow up the sampling campaign with dealer calls, pointing out the nature and purpose of the campaign, and explaining "what's in it" for the dealers—present and prospective.

9. Keep a listing of all the calls made. It will come in handy for special mailings, etc.

Those are the nine fundamentals to remember—and follow—if you plan to conduct a house-to-house sampling campaign. They are easy to execute, and if properly executed, will go a long way towards insuring the success of such a campaign. For example, take the case of a Southern bottler who recently completed a highly rewarding door-to-door sampling drive.

LADY SAMPLERS

These young ladies were recently chosen as samplers by the Seven-Up bottling operation at Catonsville, Md. Plant serves Greater Baltimore.

Teachers Picked For Job

During the summer months, this bottler hired local women schoolteachers (at $1.25 per hour plus 2½c on each carton sale) to "knock on any and every door". School teachers were used, he explained, because they are at leisure during the summer, command the respect of the community, are easily trained (because of their above-average intelligence), and are masters in the art of conversation.

Pick-up trucks, loaded with a sufficient supply of six-bottle cartons and coolers containing cold samples of the beverage, accompanied the teachers on their route. Each day's itinerary was planned on a detailed street map of the city to insure that no part of the bottler's territory would be missed.

Method Of Presentation

In making her presentation, the teacher-demonstrator, after politely introducing herself and describing briefly the nature of her visit, gave the housewife a colored folder explaining the advantages and uses of the beverage, and a coupon "good for five cents" towards the purchase of a carton at her favorite retail store.

The demonstrator next offered the housewife a cold sample of the beverage, after which she launched her sales talk. If the carton sale was made (at the regular retail price plus deposit), the demonstrator would request from the housewife the name of the store where she regularly purchased her groceries. This information was then recorded on a special customer card that was later turned into the plant for follow-up. Incidentally, if the housewife was not at home when the demonstrator called, the folder and the coupon were deposited in her mail box.

The bottler's follow-through consisted of a personal visit to the outlet by a sales supervisor, during which the sampling campaign was explained and the cards containing the names of the dealer's customers who had purchased a carton or more of the beverage, shown to him. It was also emphasized that the cost of redeeming the five-cent coupon left with the housewife would be entirely borne by the bottler, not the dealer.

Campaign Wins Dealer Support

Impressed that many of his housewife-customers took advantage of the bottler's sampling offer, the dealer (if he was not handling the account before) invariably requested regular delivery service from the bottler.

The dealer calls also paid dividends with the firm's established accounts. Few of these failed to recognize that the bottler's sampling campaign, particularly the issuance of the five-cent coupons, would stimulate sales of the beverage and mean more profits to him. Pleased by this unexpected dealer service, some dealers went so far as to erect their own beverage displays to give point-of-sale support to the bottler's coupon offer.

Commenting on the benefits derived from this house-to-house canvassing campaign, the bottler told N.B.G.:

"The advantages of this sort of a campaign are two-fold. First is the fact that you are able to get your product into the consumers' hands. Second, you are able to improve your distribution; nine out of ten new accounts we visited during the course of the drive became regular customers. What else could a bottler ask for?"

Good Looks

In styling that is modern and streamlined, yet rugged and distinctive, providing exceptional owner identification and advertising value.

Solid Comfort

In cabs that are tailored to drivers' needs with plenty of leg and elbow room, wide, deep adjustable seats, big windshields and windows . . . many passenger car driving conveniences.

Easy Handling

In a long list of features that include recirculating ball bearing steering, positive, easy-action, truck-built clutches and brakes, famous Syncro-Mesh transmission standard or optional on virtually every model.

Truck Engines

In seven GMC-built gasoline sizes that are basically the same as the war-famed "Army Workhorse," plus four- and six-cylinder Diesels of renowned GM 2-cycle design.

Truck Chassis

In deep, strong frames truck-engineered to support truck loads . . . heavy, husky axles, springs, transmissions, wheels and bearings, all specifically designed for long life in toughest hauling service.

GMC Gives You All These *Plus...*

When you buy a GMC for bottled beverage transport, you get extra value in all the features that go to make up a truck. But beyond these, you get many plus factors. GMCs are products of the world's largest exclusive manufacturer of commercial vehicles. They are created in the industry's most modern Engineering Building . . . developed and tested, part by part, in the industry's best-equipped dynamometer laboratories. What is even more important to you as a buyer, they benefit from the renowned research and development facilities of General Motors, and the General Motors Proving Ground. If you want extra truck economy, performance, dependability and long life, it will pay you to count and consider the many extra features and qualities GMC trucks provide.

GMC TRUCK & COACH DIVISION • GENERAL MOTORS CORPORATION

GMC
GASOLINE • DIESEL
TRUCKS

The Standard of Cooler Quality for 24 Years

QuiKold

BEVERAGE COOLERS

Electric and Ice

There's A Profit Building QUIKOLD Cooler To Meet Every Need!

● From the big and complete QuiKold line you'll find just the right cooler for every installation . . . precisely suited to meet capacity, size, type, and cost requirements. You have choice of four popular sizes of ice coolers. And in electric units, two sizes of wet mechanical type and three sizes of optional wet or dry operation type are available. Electric models offer choice of lift or slide stainless steel lids. All QuiKold coolers are available in any of a wide range of colors, with die embossed or stenciled trademarks—and are sold direct to bottlers at truly money saving prices. Just send in the handy coupon to obtain complete information and prices.

PLACE YOUR ORDERS NOW FOR EARLY 1950 DELIVERY!

A MODEL TO FILL EVERY NEED!

MAIL COUPON NOW FOR FREE CATALOG

S. & S. PRODUCTS, INC.

P. O. BOX 1047 TELEPHONE 9-1031

LIMA, OHIO

J. M. SCHILLING, FOUNDER W. G. SCHILLING, PRESIDENT

Gentlemen:
Without obligation, please send catalog and prices on QuiKold beverage coolers to:

NAME _____

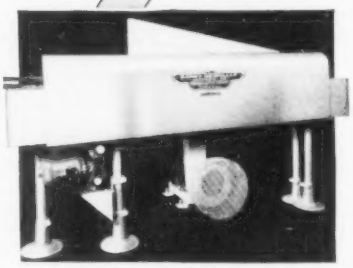
ADDRESS _____

CITY _____ STATE _____

New

BARRY-WEHMILLER EQUIPMENT • • •

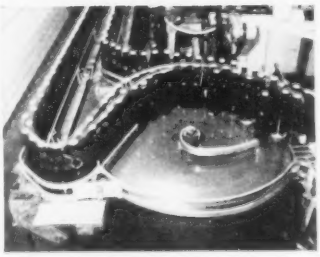
• *To Improve Bottle Appearance*
• *Reduce Crown Rust*
• *Step Up Your Production*



THE B-W DRYER

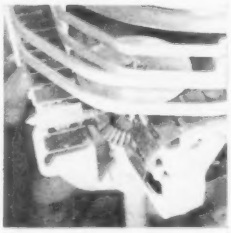
By removing water from the exterior of the bottle, the Barry-Wehmiller Dryer materially reduces crown rust and assures cleaner, better looking bottles.

Operation is entirely automatic, and space and power requirements are low. In the B-W Dryer, bottles are moved through the dryer by a worm feed, revolving along an air blast which first removes water from under closure edges and then from the side walls.



THE B-W ROTARY FILER

This special B-W equipment is designed to help step up production when there are stops in the bottling line. It simply consists of a revolving table, usually powered by the larger machine to which it is attached. When there is a stop ahead of the rotary filer, bottles accumulate on the rotating table. Thus, unless the stoppage is long, it is unnecessary to stop the machine behind—production continues and bottles are automatically fed out when the stoppage ends. The Rotary Filer can feed two or three lines at once, feeding to two if one should stop.



THE B-W LIVE CORNER

This conveyor mechanism provides for a smooth and even flow of bottles from one direction into another. Adjustable live corners may be had for either right or left hand operation. Fixed live corners are also available.

Barry-Wehmiller bottle shop accessory equipment can be manufactured to fit your requirements. Write for free bulletins and full technical information.

BARRY-WEHMILLER MACHINERY CO.

1950 — Our 65th Anniversary St. Louis, Mo., U. S. A.

-202

SHOWMANDISING

Combine advertising and merchandising and you will create consumer demand.

by ED DAVIDSON,
Nehi Corp.

HURRY! HURRY! HURRY! Right this way, ladies and gentlemen, see Bozo, captured in the wilds of Alabam! He measures 6′ from the tip of his toes to the tip of his tail and 6′ from the tip of his tail to the tip of his toes, making a grand total of 12′ in all! Hurry! Hurry! Hurry! 10c, one-tenth of a dollar!"

You will immediately recognize the cheerful chatter of the ballyhoo artist of the circus sideshow or the medicine spieler as he attempts to gather crowds for the show on the inside. That is known as circus showmanship!

Our subject is "Showmandising." Showmandising is showmanship coupled with advertising and merchandising, thus the name...Showmandising.

To be a good merchandiser, you should also be a good Showmandiser.

Can you imagine Al Jolson singing "Mammy" with no gestures?

No! Al Jolson would sing it with gestures!

Advertising provides the proper ballyhoo but merchandising must provide the proper showmanship. Showmandising is the roll of the drums as the circus aerialist reaches the peak of her performance.

Showmandising is the tantalizing, tempting music...the dull blue lights...as the strip teaser reaches for the G-string.

The high-stepping drum major at the head of the parade...the majorette and the twirling baton as she leads the college band onto the football field...that's showmanship!

In the same way, showmanship carries over into the business world. Showmanship doesn't mean just getting attention, but *favorable attention*, and action from that attention.

Advertising takes the people to the product but showmandising takes the product to the people.

Showmandising is a tool used to pry open new accounts...to drive a wedge into a tough customer who is hard to crack...to smooth over rough spots so that the wheels of progress will roll faster and with greater ease.

It may be a simple gadget but in the hands of a smart salesman... the showmandising tool can be an effective instrument that will help build business!

There has never been an era in the carbonated beverage industry where showmandising has been called upon to play a more important part. 1950 will be a year in which all the combined ingenuity of bottlers and plant managers must come to the front to diligently showmandise their products to the consumer.

Showmandising definitely isn't magic! Showmandising is work... it is the downright application of merchandising and advertising to basic buying principles that gets the job done.

Showmandising and management go hand in hand. Unless management is sold on the principles to be used in any particular program, the program flops.

Showmandising procedures cannot be turned over to the sales manager, supervisor or sales servicemen without the necessary follow through on management's part. True, the routine details of the plan can and should be executed by management's key men but your organization will only reflect the enthusiasm or showmandising which you generate.

All of us who are engaged in this business which has passed the

Delicious
DELAWARE
PUNCH
America's SOFT soft drink

a sterling opportunity

...awaits the bottler who wants a happy franchise...a franchise that's easy to live with! It's DELAWARE PUNCH, a sterling drink with a sterling success story. Write for full information today.

© 1950 by Delaware Punch Co. of America

WRITE TO: Smoke BALLEW and ASSOCIATES, Inc.
A MARKETING ORGANIZATION . . . . . SEVEN ELEVEN GULF STATES BUILDING
DALLAS, TEXAS

billion dollar mark yearly found one main thing true in 1949. There is still no Aladdin's lamp...there is still no magic wand...there is still no substitute for work; an idea still won't work unless you work it!

How many bottlers have plans in action within their own plants that would interest you to actually try their products if you were an average consumer and not a bottler? Oh, yes, you have your products pretty well distributed; you have inside signs and point-of-purchase up and a few billboards scattered around your territory...but so has everyone else, and where everyone shouts, few are heard!

It isn't the big things in life that always get the job done.

What bit of showmandising are you doing to lead the prospect down the aisle to pick your carton from the mass of displays and to become wedded to your beverage for life?

In these trying times how can additional impetus be applied to the sale of our products without an unnecessary outlay of money? Bottlers must know the answer...good management must be giving diligent thought to this part of his operation. It is up to management to show the way!

A showmandising plan to be successful should make people try your product who have never tried it before...make people talk about it ...fix the name in people's minds so that they learn it...stimulate dealers' interest...make the customers buy the product...set in motion selling forces that will remain after the campaign is over.

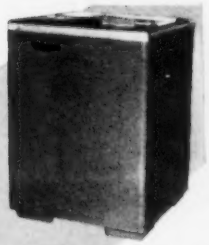
These are the basic fundamentals of any successful showmandising plan.

In the last analysis, the sole purpose of your showmandising in 1950 should be to increase the sale of your products to the retailer by helping him increase his sales to the consumer.

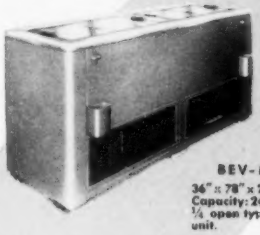
Consumer demand is the most powerful force ever conceived, and it is through our combined showmandising efforts that customers will continue to demand our products.

BIGGER VALUES IN BOTTLE COOLERS

by Artkraft*



SPACE-SAVER
27" x 27" x 36" high. Capacity: 3 cases standing, 6 cases double layer.



BEV-MASTER
36" x 78" x 24", twin tanks. Capacity: 24 cases corded. ¼ open type compressing unit.

BEV-COOLER
36" x 42" x 27". Capacity: 140 bottles standing, 280 bottles corded.

- ★ Designed for highest efficiency by America's top-flight refrigeration engineers.
- ★ Ruggedly built of best materials and finished most attractively.
- ★ Mass produced by line methods that permit today's best values.

Efficient WET or DRY operation. Top opening prevents cold spill-out. Heavy gauge unitized welded angle and channel bridgelike frame. (Most coolers have no frame.) Enamel finish baked on "Bonderite" treated steel at high temperatures. Stainless steel sliding lids. Smooth copper sheet tanks. Heavy 3" spun glass vermin-proof insulation. Hermetically sealed plug-in units.

BEV-FOOD
65⅝" x 38" x 29¾". Bottle capacity: 6¼ cu. ft., size 35¾" long, 20¾" wide, 15" deep. 6-7 oz. bottles, standing, over 5 cases; corded over 10 cases.
Food storage: 7½ cu. ft. with cooling coil (coil ½ cu. ft.) 21½" wide, 28⅞" high, 20⅝" deep.

BEV-GIANT
65⅝" long, 27½" deep (30½" including cap receptacle), 38" high. Capacity: 22 cases. An additional six cases can be cooled with second layer inverted.

*Trademark Reg. U.S. Pat. Off.

SIGNS OF LONG LIFE

Artkraft* MANUFACTURING CORP.

"QUALITY PRODUCTS FOR OVER A QUARTER CENTURY"

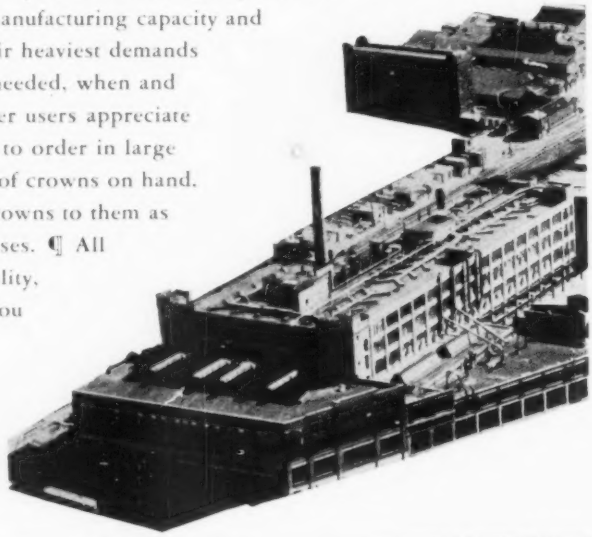
1125 E. KIBBY ST., LIMA, OHIO, U. S. A.

Please send literature and prices on:
☐ Bev-Cooler ☐ Bev-Food ☐ Space-Saver
☐ Bev-Master ☐ Bev-Giant ☐ Model 27

NAME _____
FIRM _____
STREET _____ CITY & STATE _____

No order is

When this company is your supplier of crowns, you can be sure you are getting the finest product of its kind that money can buy. But there are other advantages in coming to Crown . . . advantages that mean a lot to you in the operation of your business. ¶ Big users of crowns know that we have the manufacturing capacity and the distribution facilities to meet their heaviest demands . . . to supply as many crowns as needed, when and where they're wanted. ¶ Smaller users appreciate the fact that they don't have to order in large quantities or keep excessive stocks of crowns on hand. We can make provisions to supply crowns to them as needed from our nearby warehouses. ¶ All users agree, however, that for quality, service and all around satisfaction you just can't beat CCS Crowns.

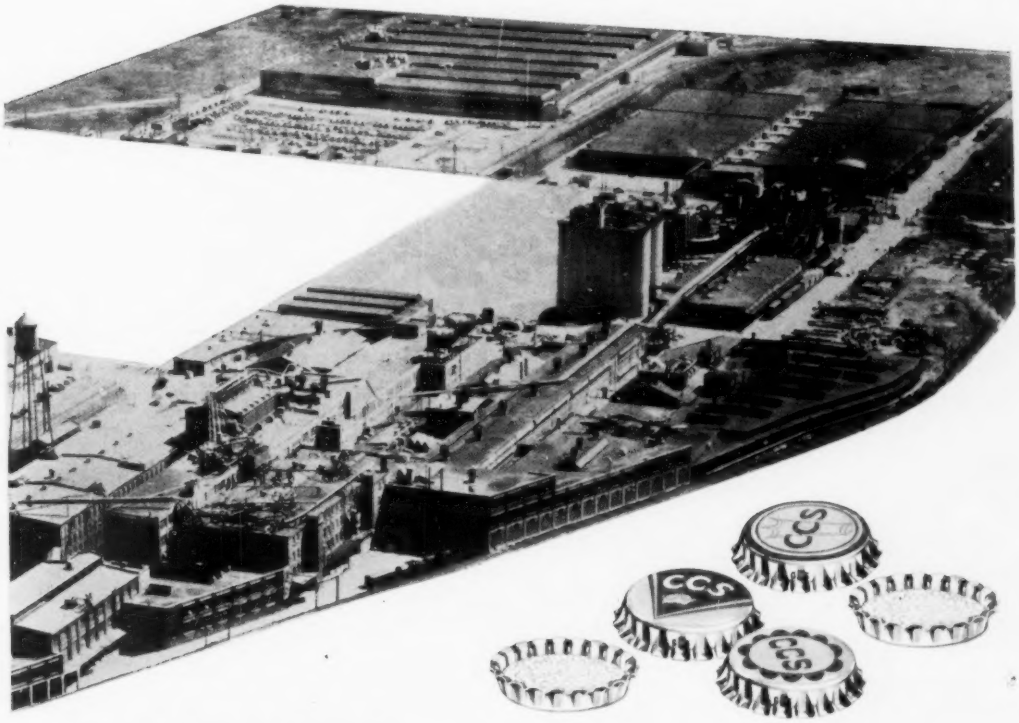


CROWN'S great plant in Baltimore, Md. for the manufacture of crown corks is by far the largest of its kind in the world.

ST. LOUIS Plant of Crown Cork & Seal Company.

SAN FRANCISCO Bayshore Plant of Western Crown Cork & Seal Corporation.

too large or too small!



CROWN *serves the beverage industry-*

– with crowns of dependable quality

– when you want them

– where you want them

LOS ANGELES Plant of Western Crown Cork & Seal Corporation.

CROWN CORK & SEAL COMPANY
BALTIMORE 3, MARYLAND

Originators and World's Largest Makers of Crown Corks

Fast---Frequent---Efficient

Lettering stencils and spray painting enable the bottler to keep his trucks attractive at low cost.

No one needs reminding that the Coca-Cola Company believes in advertising. In keeping its name before the public this company has exploited every known and available means. Not the least effective medium, and one to almost everyone's hand, has been the hundreds of trucks found in the various Coca-Cola fleets around the country. These trucks, in their brilliant and eye-stopping plumage of special red and yellow and further identified by the characteristic script, have been a tremendous factor in keeping the trade name before the American vision as they thread their way through city streets and over highways. They have served as a constant reminder to the public thirst and, being mobile, have impressed this reminder upon a fair segment of the population every working day.

A Practical System

One such fleet, whose eye-arresting qualities could scarcely be surpassed, is that of the Detroit Coca-Cola Bottling Co. While each and every one of the 170 vehicles comprising the fleet is essentially a cargo carrier, William (Bill) Heine, Detroit advertising manager, regards them in a different light. As far as he is concerned they are mobile advertising mediums and he makes the best of their possibilities. This is why they are washed, painted and lettered in such close succession that a constant procession of trucks passes through wash racks and paint shop; from three to four every week going through the paint shop alone.

Jobs in the paint shop fall into two categories; the repainting about once per year of old trucks and the lettering of new trucks in the basic yellow and red combination.

For an operation of such magnitude the Detroit Coca-Cola setup is an amazingly simple and economical one. Mr. Heine says: "Any bottling operator in the country could afford one like it."

The paint shop is a metal spray booth in one corner of the garage and a work space in front of the booth where lettering is done. The booth is equipped with exhaust fans, which is normal, but all lettering is done with a single miniature portable air compressor and spray-gun unit, which is decidedly subnormal considering the amount of lettering done. This little unit, apart from the motor, cost Detroit Coca-Cola only $23 and despite its toy size is doing the job in this garage.

Fast Work

For instance, two brand new 175 case trucks, received in the shop on a Wednesday morning, were completely painted, numbered and fully spray lettered and ready for the road by Saturday morning. While this is somewhat faster than usual it still shows the speed possible in this shop. But adding lustre to this record is the fact that the paint shop crew is comprised of only two men, a painter and a helper and, unlike the painter found in most shops, the painter in this shop is not a painter by trade but was trained to do his job by the company in something around an hour.

"Using our system you don't need a master painter," Mr. Heine said. "Any handy man of reasonable intelligence can learn to do a satisfactory job after an hour or two of instruction. Our man did."

Detroit Coca-Cola adopted their present painting and lettering system in 1938 and they adopted it because, like any well-managed company, they are constantly seeking more economical and more efficient ways of getting work done. While their body-painting cost is approximately just the same as the cost for any organization they have effected a remarkable economy and at the same time greatly speeded up output and obtained far better results in lettering through the adoption of the present technique.

Using Stencils

Simply, this technique involves the use of adhesive-coated paper stencils which are manufactured commercially in Detroit by the Ashley-Quixign company who cut the stencils according to the designs and specifications of the ordering company.

After seven years of experience with this paper mask method of lettering and decorating trucks, a method that has been adopted by some 200 other Coca-Cola bottlers throughout the country, the Detroit Coca-Cola company is completely

Truck Painting

satisfied with results. As compared to old-style hand-lettering methods costs have declined from 50 to 75%. Where it formerly took three days to hand-letter a truck it is now done by paper masking in two days.

The new method makes possible a much more enduring letter in that several passes over the stencil with the spray gun can be made which leads eventually to what is really an embossed letter. Where this company formerly was required to re-letter trucks once a year or at least every two years, the present system has given them letters which are still acceptable after 7 years of exposure, and are almost as good as the day they were put on.

When the truck is prepared for repainting careful attention is paid to having an utterly clean surface. The truck is washed, sanded and then gone over with a cleaner which removes all dirt and film. It is then given two coats of primer followed by two coats of enamel which, after drying, sees the truck ready for lettering. But before this is done the truck is gone over again, using more cleaner if necessary.

The stencils cut by the Ashley-Quixign company come in two forms; the uncoated and the pre-coated ready-to-apply adhesive coated stencil mask. This latter type is covered with a Kink-L-Krepe paper which is easily removed.

Detroit Coca-Cola uses the uncoated type and sprays the stencil with adhesive themselves shortly before using. They like the uncoated type because it requires a minimum of storage space, a factor to be considered where a large number must be carried in any such large operation as this one, which stocks 31

Step 1 . . .

Pre-sprayed with adhesive, stencil is placed in position for spray-painting.

Step 2 . . .

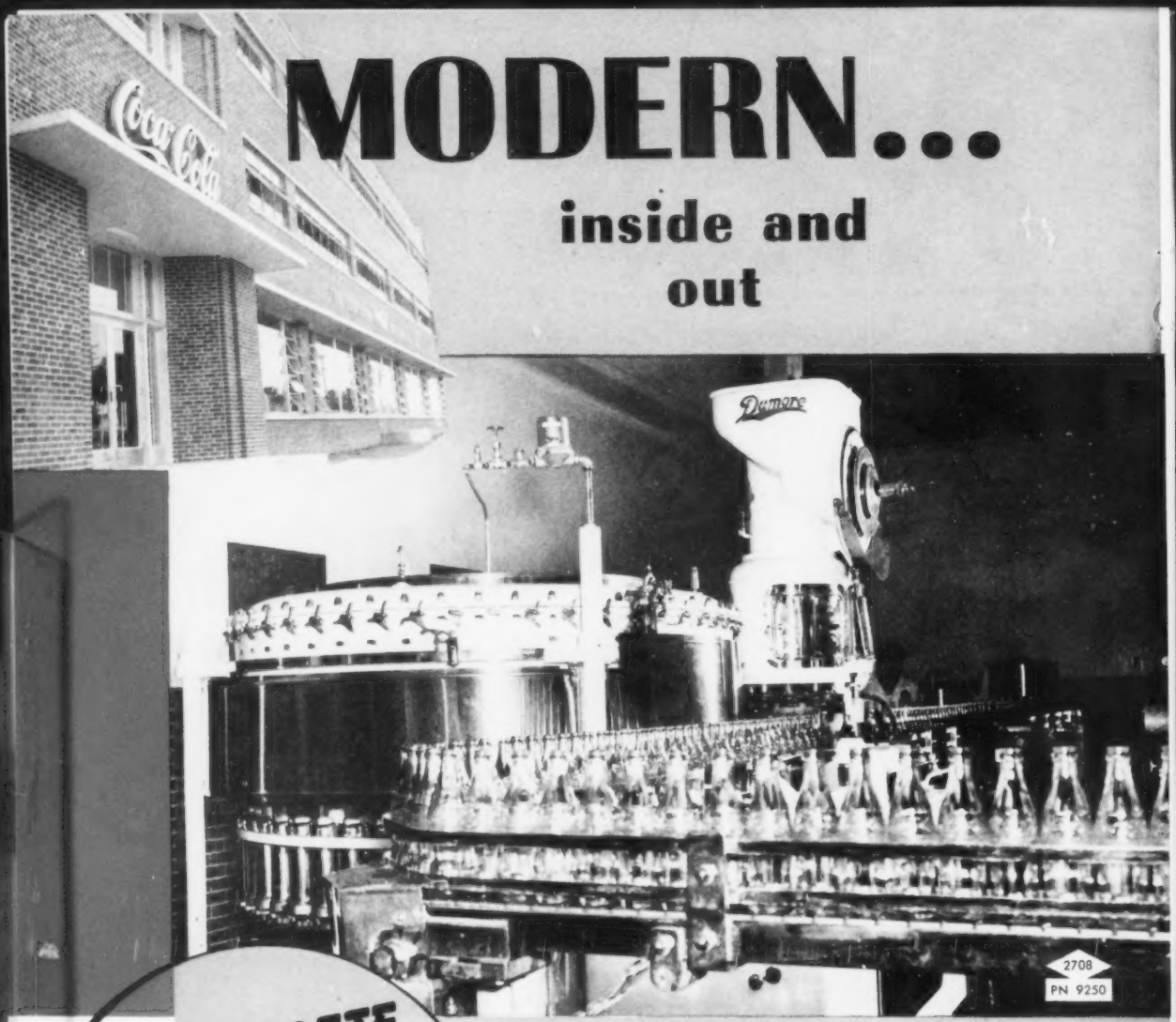
Spray Painting—the newspapers protect the surrounding surfaces from being marred.

Step 3 . . .

Newspapers are removed . . . and the finished lettering job is equal to commercial lettering.

MODERN...

inside and out



5 COMPLETE MEYER Syn-Cro-Mix BEVERAGE FILLING UNITS serve The Louisiana Coca-Cola Bottling Co., New Orleans

THE new modern Louisiana Coca-Cola Bottling Co. plant at New Orleans is more than just a "showcase" bottle shop. The Meyer equipment* ***within*** the plant matches its outward appearance in both looks ***and*** efficiency.

Playing a leading role in the dependable and economical operation of this new plant are FIVE Complete 50-10 MEYER DUMORE Filler Syn-Cro-Mix Systems. Thus this progressive plant is taking ***five-fold*** advantage of the constantly uniform product quality — faster production and less floor space found only with the proved Syn-Cro-Mix method!

Write for literature on world-famous MEYER DUMORE Bottling Equipment.

GEO. J. MEYER MANUFACTURING CO.
CUDAHY, WISCONSIN, U.S.A.

MORE WITH MEYER Dumore BOTTLING EQUIPMENT

USED THE WORLD OVER

different designs of the stencil. But even in storage problems the company, in keeping with the simplicity and economy of its decorative operation, stores its stencils in a home-made cabinet whose drawers are simply old tin signs. Mr. Heine mentioned that a smaller bottler might find an ordinary flat file quite ample for storage of these stencils.

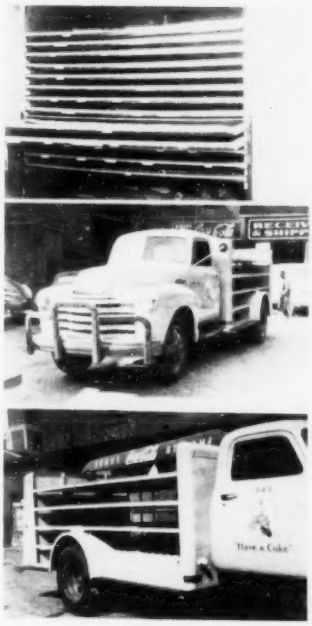
Preparing The Truck

First and foremost and an important operation preliminary to the actual lettering of the truck is the proper placement of the lettering stencil upon the truck body. There must be perfect balance of design both horizontally and vertically. In Detroit Coca-Cola this duty is performed by Mr. Heine personally. He uses a chalk bag for this important first step and actual lettering does not start until the position of stencil is correctly outlined.

First step in the actual application of the stencil is to place it against or on a heavy piece of wire mesh screening which leans at an angle against the paint shop wall and is supported on two saw-horses. Once placed on the wire mesh the stencil is sprayed with the adhesive. Should the screening become tacky from overspray of adhesive it is remedied by dusting off with talcum powder.

After being sprayed with adhesive the stencil is placed in the proper position on the truck body, according to the marks made by the chalk bag. It is then rubbed down securely into position using both the bristle and handle side of an ordinary hand brush.

All wrinkles must be erased from the stencil and a perfectly smooth contact made by it on the truck body. Special care must be taken in regard to the edges of the letters which must be absolutely flat to the truck in order to prevent underflow of paint when paint spraying operations begin. The "Ties", narrow strips of paper holding the stencil together—are cut out using a sharp pointed knife and care being taken in this operation.



Top—Home made shelving, using old signs for drawers, is used for storage of stencils.

Center—The finished, painted and lettered truck is most attractive. Painted vivid yellow with red lettering, the frontbumper and grillguard are a solid red.

Bottom—The Coca-Cola "Sprite" in decalcomania form is placed on the cab doors for additional decoration and identification.

Old newspaper is then taped all around the edge of the stencil to protect the immediate surrounding area of the truck body from being sprayed. After this, spraying begins. Coca-Cola uses a quick-drying enamel which permits the application of several coats without too much time being consumed for drying after each coat is applied.

Time can be saved too if all of the stencils to be used on the truck are placed in position before the actual spraying begins. By doing this the painter can move from one stencil to the other in rotation and by the time he gets back to the first one it will probably be dry enough for the application of the second coat of spray.

After the paint is dry the stencil can be removed. The first step is to remove the closed letters, like an "O" for instance, and care here should be taken out to dig into the surface underneath. Then the whole mask can be peeled off leaving the stencilled letter to stand out in bold relief against the side of the truck.

Stencils can be cut out in intricate silhouettes although they do not give the three-dimensional effect that is obtained from Decalcomanias. Shaded letters are obtainable through the use of stencils to give the illusion of depth. For three-dimensional work or a particularly sparkling color in intricate design Coca-Cola prefers to use decalcomanias although their use of these has been restricted because they cost more than stencils. The company found that for the best application of adhesive to the stencil the paint shop should be at a temperature of 70 degrees or more. Temperatures lower than this rendered the adhesive less flowable.

Advertising Value

Truck painting and truck insignia are an important matter for consideration in the firm's advertising plans. Right now this company is busy putting out on the streets a truck fleet that will be hard to beat for eye-arresting qualities. Red and Yellow are the basic colors for Coca-Cola and these are the colors that are, of course, being used today. But, to achieve a new touch, these colors have been reversed in their proportions.

For years it was yellow lettering against a vivid red background. Now it is red letters against a yellow background. Thus, while Coca-Cola of Detroit has retained the traditional color scheme they have achieved a new effect that is striking.

In trying to achieve the maximum eye-impact Mr. Heine has even gone a step further. He has taken the barren, black bumper grille-work that protects the truck front and has treated it wholesale with the brilliant red paint of Coca-Cola. It is a new thought in truck decoration and adds still another striking splash of color to a fleet that was already attention-getting beyond the ordinary.

THIRSTY OR NOT

Enjoy

ADVERTISED IN AMERICAN MEDICAL ASSOCIATION PUBLICATIONS

Well managed Grapette plants have had a profitable winter. They sell America's Thirsty-Or-Not drink — a beverage you can enjoy without being thirsty.

Same quantity as in more than 50% of all soft drinks consumed.

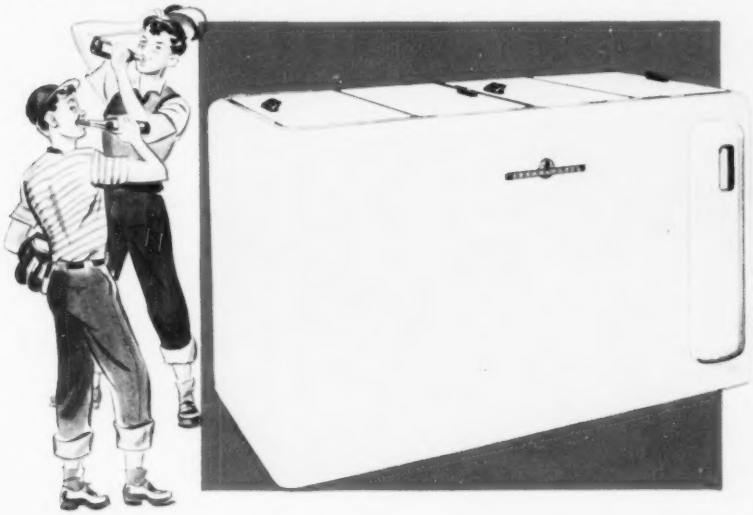
THE GRAPETTE COMPANY, INC.
CAMDEN, ARKANSAS

THIRST

COMES NATURALLY . . .

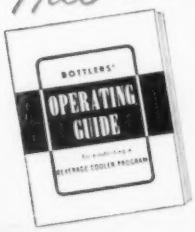
AND SO DO EXTRA SALES WITH A BRAND-NEW

KELVINATOR BEVERAGE COOLER!



Warm days—sports, games, activities under the sun—and a thirst comes naturally! And, naturally, customers go for *your* beverages when their sparkling goodness is "teamed up" with this new Kelvinator cooler! Kelvinator is the new beauty that stars in *preferred* traffic locations . . . the permanent merchandiser that clinches sales on the spot, wins repeat sales by serving *your* beverages at their finest. Tops with dealers for high-efficiency, low-cost operation. Priced surprisingly low. Mail the coupon below for prices and complete information. KELVINATOR, Division of Nash-Kelvinator Corporation, Detroit 32, Michigan.

Free Booklet!



Cut out coupon. Paste on penny postcard and mail today!

Mail this coupon today—and receive by return mail this booklet crammed full of valuable information on how to *sell, service* and *finance* your own Cooler Program.

Beverage Cooler Department, NASH-KELVINATOR CORPORATION
14250 Plymouth Road, Detroit 32, Michigan

Gentlemen: Please send me pricing information on the new Kelvinator Beverage Cooler. Also send me without cost or obligation your illustrated booklet "Bottlers' Operating Guide" containing information on how to *sell, service,* and *finance* my own Cooler Program.

NAME.....

STREET ADDRESS.....

CITY.....ZONE.....STATE.....

MONSANTO

SODIUM BENZOATE FLAKES

easier to use

. . . Many bottlers and makers of fountain syrups prefer Monsanto Sodium Benzoate Flakes for the ease with which they are applied.

Monsanto produces sodium benzoate, U.S.P., in two forms . . . flakes and powder, assaying 99.50% purity.

For quotations and samples of Monsanto Sodium Benzoate and for free literature, mail the coupon or contact the nearest Monsanto Sales Office. MONSANTO CHEMICAL COMPANY, Organic Chemicals Division, 1741-B South Second St., St. Louis 4, Mo.

☆ ☆ ☆

DISTRICT SALES OFFICES: Birmingham, Boston, Charlotte, Chicago, Cincinnati, Cleveland, Detroit, Houston, Los Angeles, New York, Philadelphia, Portland, Ore., San Francisco, Seattle. In Canada, Monsanto (Canada) Ltd., Montreal.

MONSANTO
CHEMICALS — PLASTICS

MONSANTO CHEMICAL COMPANY
Organic Chemicals Division
1741-B South Second Street, St. Louis 4, Missouri

Without cost or obligation, please send.....Sample and quotations on sodium benzoate.....Literature.

Name.....Title.....

Company.....

Street.....

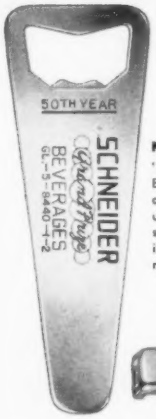
City.....Zone.....State.....

SERVING INDUSTRY...WHICH SERVES MANKIND

ALWAYS *Welcome*

Vaughan's OPENERS

• Top quality is always welcome. That is why so many bottlers the world over make sure they order Vaughan's openers.



No. 44
"Special" Heavy Duty Bottle Opener. An ideal opener for heavy duty use. Made with extra strong steel finished in bright polished nickel.

No. 304
Extra Long "Over The Top" Bottle Opener. Handy and rugged. Affords unusually comfortable grip. Heavy steel with bright polished nickel finish.

No. 3
"Never Slip" Bottle Opener. Compact yet sturdy. Ideal for use on key ring. Made of steel with bright polished nickel finish.

No. 205
Wire Bottle Opener. A popular heavy duty wire opener. Made with No. 6 gauge steel wire in copper or bright polished nickel finish.

No. 1
"Never Chip" Stationary Bottle Opener. For permanent mounting to permit one-hand operation. Two mounting screws furnished. Made of heavy steel, cadmium plated to prevent rust.

Your advertisement is stamped on ample space available on each opener as shown by samples above.

Vaughan's

VAUGHAN MFG., CO.
World's Largest Manufacturer of Bottle Openers and Can Openers
3211 Carroll Avenue, Chicago 24
Half Century of Quality and Service

Drink TRU-Ade Not Carbonated

TRU-ADE Bottlers use

Anchorglass*

Beverage Bottles with Applied Color Labels

TRU-ADE, INC., has licensed Anchor Hocking to produce Tru-Ade bottles for their not carbonated, pasteurized, vacuum sealed beverages. The uniform strength and durability, accurate capacities and smooth, fire-polished finishes of *Anchorglass* assure beverage bottles that will take the beatings in production, handling and transportation. And the attractive, permanent applied color labels give added eye appeal to these appetizing beverages.

Anchorglass beverage bottles are available in many styles and sizes, in crystal, amber or emerald green glass, with or without applied color labels. We'll be glad to supply samples for test purposes. Please write to us.

ANCHOR HOCKING GLASS CORPORATION
Lancaster, Ohio

*Reg. U. S. Pat. Off.

Growing Favorite in All of the 48!

Since its introduction in 1930, 7-Up has made a national sales gain every single year!

You like it... it likes you!

The All-Family Drink!

THE SEVEN-UP COMPANY, St. Louis, Missouri

Plenty of Flavor!

Nifty for 1950

Sell with NIFTY Fruit Flavors. They'll pick-up your old business; they'll get you new business! Order a trial gallon of each . . . TODAY.

PINEAPPLE

Packed with ripened pineapple-flavor. A 1-16 concentrate with tremendous popularity!

BLACK CHERRY

A sensational honest-to-goodness Fruit Flavor made from real fresh cherries. 4 oz. Product.

BLACK RASPBERRY

A terrific favorite because it's made from absolutely fresh berries. Has superb flavor. 4 oz. Product.

BOTTLED UNDER YOUR OWN NAME—IF DESIRED
• CROWNS AVAILABLE • BOTTLES AVAILABLE
• ADVERTISING AVAILABLE

SALIENT FLAVORING CORP. 107 Greene Street New York 12, N.Y.

talk of the trade

Big Promotion On Ice Tea; Packaged Beer Sales Jump

The Tea Council of the U. S., seeking to boost consumer tea volume, is readying a film which will show dealers and restaurant personnel all over the country how sales of iced tea can be increased as much as 200%. The tea trade in this country, incidentally, is now a $150 million business.

Packaged beer and ale sales accounted for approximately 70% of all malt beverages sold in 1949—a new record. . . . Its not generally realized that large quantities of sugar are used in beer. Nation's 440 brewers last year used approximately 181 million pounds of sugar and syrups. . . . More beer and ale than ever before is being consumed in the home. 62% of the beer drinking families buy malt beverages for home consumption.

France Moves to Ban Coke; Farley Charges "Political Shennanigans"

The Communist-infiltrated French National Assembly last month acted to ban Coca-Cola from the land of champagne and cognac because the product "represents a danger for the health and civilization of France". It passed a bill banning sales of Coke, and unless the measure is altered in the Advisory Council of the Republic, it will become law.

Coca-Cola's reaction was immediate and acid. James A. Farley, board chairman of the Coca-Cola Export Corp., tersely commented:

"It is the weirdest bit of political shennanigans I've ever encountered . . . Coca-Cola wasn't injurious to the health of the American soldiers who liberated France from the Nazi . . . It (the bill) is a strange alliance between the French wine growers and the Communists . . . If our Congress were as nationalistic as the French, they'd immediately ban French wines as seductive to American morals."

Prior to the passage of the measure, the French Communists had been conducting a vicious propaganda campaign against Coke, charging that the drink is "toxic"; a "symbol of American imperialism", and "a mortal danger to our wines and to all hygienic French drinks".

Profit-Planning Meets Applauded by Bottlers

ABCB's series of profit-planning conferences got off to a fast and successful start with approximately 50 bottling plant representatives attending the first meeting in New York City, Feb. 27-28. Chicago and Cincinnati conclaves, held Mar. 2-3 and Mar. 6-7 respectively, also drew large turnouts.

Bottlers were outspokenly impressed. B. Kramer, Olympic Bottling Co., Atlantic City, N. J., said the course "is an eye-opener." I. L. Flory, Jr., Elkton Lithia Bottling Co., Elkton, Va., "learned the importance of the break-even point for the first time". Gil Horowitz, Booth Bottling Co., Philadelphia, found the profit-planning manual (given to all attending bottlers) "a wonderful aid".

THE WORLD'S
cleanest
MOTOR

ADVANCED IN STYLING
IMMACULATE ENAMEL FINISH
KEEPS SPIC-AND-SPAN
MEETS SANITATION CODES

The attention-winning motor
increases shop pride and product appeal

The U. S. Sanitary Motor reflects the newest styling in motor power. It adds sales appeal to any powered equipment and gives plant workers new inspiration to keep equipment clean and orderly. There are no grooves in which water or dirt can lodge. It can be quickly cleansed by hosing or wiping with a cloth. The surface is finished in baked gleaming white enamel. Insulation is moisture-resistant. Type CT is totally enclosed; ratings, ½ to 2 hp. Type CP is splashproof, equipped with a removable screen; ratings, 3 to 7½ hp. Available with or without feet and with face type brackets for direct connection.

U.S. ELECTRICAL MOTORS Inc.
Los Angeles 54, Calif. Milford, Conn.

U. S. Sanitary MOTOR

MAIL THIS COUPON FOR DESCRIPTIVE BULLETIN
U.S. ELECTRICAL MOTORS Inc. NB
Los Angeles 54, Calif., or Milford, Conn.
Send Bulletin 1554 featuring U. S. Sanitary Motor.
Name
Company
Address
City Zone State

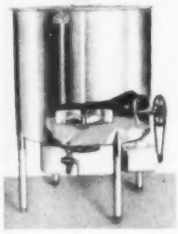
PREPARE NOW— for Increased SALES with FILPACO Products!

FILTER PAPER

Asbestos Pads and filter cloth for filtering your water, syrups, and acids. Working samples furnished without obligation; advise sizes required.

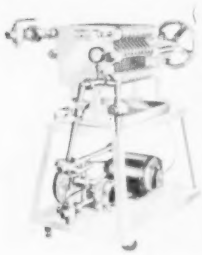
WATER POLISHER

The "Common Sense" Disc Filter is designed to give your water the sparkling clarity you require for your beverages - at a low cost. Utilizes filter paper, cloth, or asbestos pads.



STAINLESS STEEL TANKS

For storing and mixing your syrups. Sanitary construction - Vertical, horizontal and squat types. Standard tanks and special designs.



SYRUP FILTERS

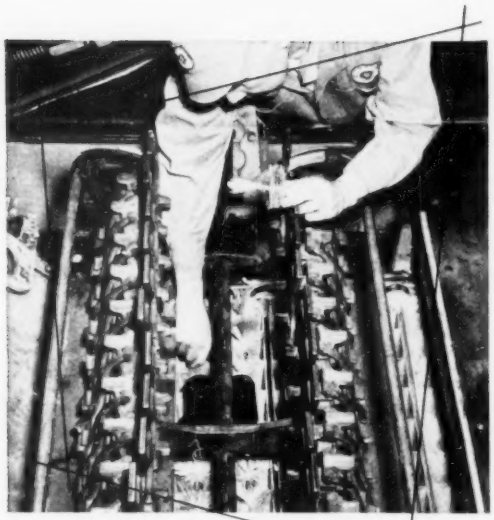
Sanitary construction - in which capacities can be varied by adding or removing plates. Operated with filter paper, filter cloth, or asbestos pads.

Other "FILPACO" Products
Portable Agitators, Sanitary Transfer Pumps, Stainless Steel Measures, Sanitary Fittings, Tygon Tubing, and Conveyors.

WRITE TODAY FOR FURTHER INFORMATION and LITERATURE

FILPACO

The FILTER PAPER CO.
2414 S. Michigan Ave.
Chicago 16, Ill.



what

"JOB TESTED"

brushes mean to you

It means that every Schaefer brush has been designed for a specific task and tested under the most adverse conditions before recommending it for your use . . . This is why only Schaefer unconditionally guarantees every brush against inferior material or faulty workmanship.

Leading Bottling Plant Superintendents always insist on Schaefer "Job-Tested" brushes because they know Schaefer Brushes last longer and are more economical.

When ordering brushes always specify Schaefer — the finest brushes obtainable.

send your cleaning problems to Schaefer

If you have an unusual cleaning problem pass it along to Schaefer experts for prompt solution.

Schaefer Brush Mfg. Co.

117 W. Walker St., Milwaukee 4, Wis.

Please send more information about your service for solving special cleaning problems.

Name_____ Title_____

Company Name_____

Address_____

City_____ State_____

talk of the trade

Advertising Briefs

The Chas E. Hires Co. is hooking up with square dancing in some of its advertising, impelled by the fact that the fad has now reached the stage where it's good business for any product that has family appeal. Hires theme is, "Everybody has fun at a square dance—everybody enjoys Hires".

Getting to another form of tie-in advertising, Nicolary-Dancey, Inc., Detroit, said to be the world's largest potato chip manufacturer, currently is featuring tie-ins with Coca-Cola.

Price Raises Successful, Indiana Bottlers Told

Indiana bottlers last month heard that price raises that have been executed by bottlers have been successful on the whole.

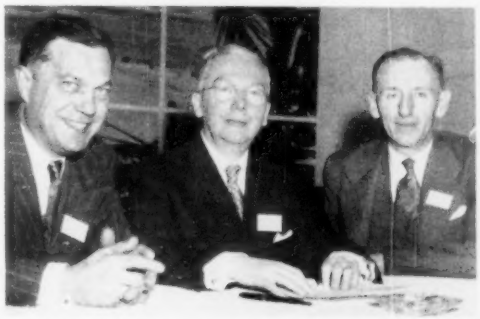
Addressing the 38th annual convention of the Indiana State Bottlers' Association, Loring Overman, assistant secretary of ABCB, declared that "while the problems and competitive difficulties involved in price increases have been great, bottlers nevertheless have found the advantages far outweighed the disadvantages".

Approximately 200 bottlers and supplymen attending the meeting heard Mr. Overman further declare that present price levels need revision because "the margin of earnings is fast reaching the point of disappearance."

Earlier, T. M. Shircliff, president of the association, said he was confounded by the fact that "in a great industry like this, we are confronted with a set price even though all other products move through laws of supply and demand". He pointed out that Indiana has lost 26 bottlers since 1948.

Included among the other convention speakers were C. E. Deger, Owens-Illnois Glass Co.; and Hon. Homer E. Capehart, U. S. Senator from Indiana.

All officers were re-elected. They are T. M. Shircliff, president, Pepsi-Cola Bottling Co., Vincennes; Harris J. Berg, vice-president, Berg Bottling Co., Ft. Wayne, and Joe Cummins, secretary-treasurer, Coca-Cola Bottling Co., Columbus.



INDIANA OFFICERS

Left to right: Harris J. Berg, vice-president; T. M. Shircliff, president, and Joe Cummins, secretary-treasurer.

Trade's Destiny Hinges On Price, Wisconsin Bottlers Hear

THEY SPOKE

Two of the featured speakers at the Wisconsin convention — A. B. Hatcher, left, A.B.C.B. executive board member, and Ed Davidson, merchandising manager, Nehi Corp.

THE destiny of the soft drink industry for decades to come hinges on whether or not the nation's bottlers will act to increase prices, M. J. Becker, managing editor of *National Bottlers' Gazette*, declared last month at the thirty-fifth annual convention of the Wisconsin Bottlers of Carbonated Beverages, Feb. 6-8, in Milwaukee.

More than 250 bottlers and supplymen who attended the three-day session heard Mr. Becker plead for a reconstruction of wholesale pricing schedules based on the economic conditions existing today.

"Up until a short time ago, there was little hope for a justified increase in beverage prices by a substantial or a majority number of bottlers", he said. "That situation has changed of late, for no one bottler or group of bottlers, regardless of their connections, is immune to the conditions which face all bottlers". Retail sales would not be greatly affected, he pointed out, since the 5c beverage had ceased to exist in many areas several years ago when hundreds of thousands of retailers took the price into their own hands.

Also Favors Price Rise

An upward revision of the soft drink price structure was also recommended by James W. Ellis, vice-president of Canada Dry Ginger Ale, Inc.

Pointing out that costs of most commodities and materials used by bottlers had increased tremendously in the past ten years (glass, 46%; cases 94%; labels, 55%; crowns, 21%; trucks, 92%; gasoline, 24%), he railed against the bottlers who permit themselves to be controlled by the actions of competitors to the extent of neglecting their own businesses and thereby face financial ruin.

"Adequate pricing of bottled soft drinks is the only solution facing the bottlers today", he concluded.

Other Topics Discussed

Public relations, merchandising, and cost reduction were discussed by other convention speakers, among them A. B. Hatcher, ABCB executive board member from Charleston, W. Va.; Ed Davidson, merchandising manager, Nehi Corp., Columbus, Ga.; G. A. Vining, Yale & Towne Manufacturing Co., Philadelphia; and Wisconsin association president William E. Husting, of Milwaukee, who was re-elected.

Other officers elected at the close of the meeting were Val Baggot, Wisconsin Dells, vice-president; and Marshall Hughes, Eau Claire, secretary-treasurer.

Elected directors were Tom Mills, Black River Falls; Harry Cooke, Fond du Lac; Walter Ledger, Lake Geneva; E. H. Smith, Waupaca; D. E. Carroll, Milwaukee; Ed Jansen, Sheboygan, and Messrs. Husting, Baggot, and Hughes.

A pre-convention buffet supper party and the annual banquet provided the festive notes for this convention.

HEAD WISCONSIN ASSOCIATION

Front row, left to right: Val Baggot, vice-president; Wm. Husting, president, and Marshall Hughes, secretary-treasurer. Standing: Directors Walter Ledger, Harry Cooke, Tom Mills, Dave Carroll and E. H. Smith.

Price Raises Necessary, Riley Tells Washington Bottlers

In an admission that cost reduction and sales building efforts cannot by themselves solve the bottlers' high cost—low price dilemma, the A.B.C.B. went on record last month before the Washington Bottlers of Carbonated Beverages as favoring price increases.

Addressing the thirty-third annual convention of the association, February 13-14 in Seattle, John J. Riley, executive secretary of the A.B.C.B., declared that "the margin of earnings of the soft drink industry is fast approaching the point of disappearing", and therefore, a revision of present price structures may be necessary.

"Increasing sales has, in a great many cases, been a life saver", the national association official said. "But at the same time this means intensified competition and this has done much to put a brake on the obvious need for a little more leeway in the margin between cost and selling price.

"This has always been an industry of intense competition. Independence of pricing action has not been one of its outstanding characteristics, as we all know. But in the present situation of the industry, possibly this is one of those features which needs change and which does appear to be changing as a result of the action of those who look upon it as their only means of survival and who have had the courage to act out their convictions. Some have tried it and were unable to stand the strain. Others have tried it and while the problems and competitive differences were great, they nevertheless have found that the advantages far outweighed the disadvantages.

"As the shift gains adherents and takes on the momentum it needs to carry it over the hurdles, by making the higher price level more the rule and less the exception, the closer will come the time when the fear of price competition at pre-war levels will be dissipated. Its accomplishment will require even greater attention to selling effort and merchandising".

Riley indicated that the average selling price now is higher than ever before. "I think it is of interest to note", he declared, "that in 1947 the average sales per case was 82.7c. This represents an increase over the 1939 figure of 74.88c per case".

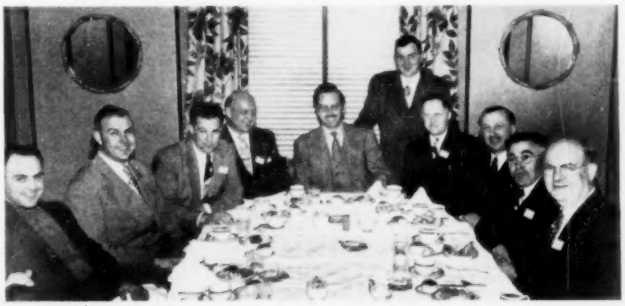
Profit Survey Report

The national association secretary also reported that, in recent months, the A.B.C.B. conducted a price survey of 50 representative bottling organizations. This survey revealed that the 1948 profit margin averaged 3.8c on the dollar. The margin ranged from a profit of 23c in one case to a loss of 12.8c at the other extreme. The average selling price of the plants in this survey was 84.2c a case. Riley did not say whether the plants showing the highest earnings were the plants having the higher pricing schedules.

A bottler's program for public relations was presented by Wm. E. Mankin, public relations director for the Grapette Co., Camden, Arkansas. His program covered four spheres of activity—employee relations, dealer relations, consumer relations, and relations within the industry.

Several broad suggestions for bottlers in their labor relations were presented by Dean Ballard, manager, Distributors Association of Seattle, which represents a number of Washington employers in their labor negotiations.

Ballard cautioned particularly on concessions on health and welfare benefits. Rather than guarantee to provide workers a list of specific benefits, employers should negotiate in terms of so many cents an hour for health and welfare benefits. Then they should take the available money and go out and buy the best insurance policy possible for



SMILING THROUGH

Price and cost problems notwithstanding, officials of the Washington association manage pleasant smiles for the N.B.G. photographer. From the left: Ralph Petragallo, director; W. A. Jackson, secretary; F. R. Smith, Jr., outgoing president and director; Leo Nurmi, vice-president; Harold Gaevin, president; Dave L. Allan, Jr., (standing), executive secretary, Consumers Service Bureau; Frank L. Schuller, director; Dr. Gilson A. [illegible] Phil Cammarano, director; and John J. Riley, secretary.

that money, he said. If, with further experience, the insurance companies have to raise rates or want to withdraw a particular type of policy, the employer does not suffer.

New Sugar Handling Technique Reported

The use of large metal bins for bulk handling of sugar from refinery into the bottling plant was discussed by Reed Smoot, Seattle representative for the Utah & Idaho Sugar Company, which has a refinery at Toppenish, Washington. The aluminum bins are known as Tote Bins, made by the Tote Engineering Co., Beatrice, Nebraska, formerly of Seattle.

One size of bin holds two tons and weighs 225 pounds empty. The smaller size holds one ton and weighs 165 pounds empty. Although some investment is required for plant handling equipment, Smoot said substantial in-plant savings also are possible. Two Washington plants now use this equipment, replacing the handling of sugar in sacks. In addition to greater sanitation, bottlers save 20c a hundredweight in buying sugar in the two-ton container and 15c in the one-ton bin.

A review of the economic outlook, especially as related to consumer spending, was presented by John Tabor, vice president, the Seven-Up Co., St. Louis.

New Officers

In the elections, Harold Corwin, Pepsi-Cola Bottling Co., Vancouver, was elected president of the association. Other officers are: Leo Nurmi, Seven-Up Bottling Co., Yakima, vice-president; W. A. Jackson, Grapette Bottling Co., Tacoma, secretary; and Mrs. A. L. Van Valey, Everett Bottling Works, Everett, treasurer. Organization Service Bureau, Seattle, represented by Dave L. Allan, Jr., was continued as executive secretary.

New directors are: retiring president F. R. Smith, Jr., Coca-Cola Bottling Co., Seattle; Phil Cammarano, Cammarano Bros., Tacoma; Ralph Petragallo, Squirt-Nesbitt Bottling Co., Spokane; Lee Aughney, Glaser Beverage Co., Seattle; Frank L. Schuller, Ellensburg Coca-Cola Bott. Co., Ellensburg, and Dr. Gilson A. Ross, Pioneer Bottling Works, Toppenish.

At the close of the meeting, the association in a resolution, urged Washington bottlers "to do everything in their power to build per capita consumption for the industry and to avoid practices which are uneconomic and unfair competition".

Next year's convention will be held in Spokane.

Price Trend Upward, California-Nevada Bottlers Hear

In a setting of whirling roulette wheels and jingling slot machines of the fabulous Flamingo Hotel in Las Vegas, Nevada, John J. Riley, A.B.C.B. secretary, told the California-Nevada Manufacturers of Carbonated Beverages last month that the trend in the industry is towards upward revision of prices. Mr. Riley made this statement at the twenty-seventh annual convention of the association, February 6-7, attended by more than 400 bottlers and supplymen.

Mr. Riley's remarks indicated a changed attitude of the national association on price increases. Previously A.B.C.B. had maintained that cost cutting and volume increases were the answers to the bottlers' high cost-low price dilemma. At this convention, he did not minimize the importance of cost control and sales building, but asserted that price increases now are "essential" for the majority of bottlers.

The A.B.C.B. secretary, however, was only one of several convention speakers advocating a more profitable pricing schedule.

Perhaps the most outspoken was Leroy Swenson, Dr. Pepper bottler

CALIFORNIA-NEVADA OFFICERS REELECTED

California-Nevada directors stand behind the four re-elected officers of the association. Seated, left to right: R. G. Deary, president; Cecil Barbee, vice-president; George Martinson, treasurer, and George Culley, secretary.

A BIG WELCOME

This novel greeting for convention visitors was set up on the lawn of the Flamingo Hotel, Las Vegas, by Joe E. Baer, left, and C. E. Olson, of the local Seven-Up Bottling Co. The bottle is 14 feet high.

of Stockton, California. Mr. Swenson, a director of the association, bluntly declared: "Government costs are fixed. If anything, taxes will be higher. The only answer is to raise prices." Swenson also said that he favored fractional coinage and a 7½c price for beverages.

Urges Independent Action

Richard J. Cook, manager of the Nesbitt-Orange Bottling Company of Los Angeles, said his firm, which had been selling at 90c per case since 1948, provided an example that bottlers could raise their prices and still do an effective business. He emphasized that his firm is selling a product, not a price, and that other bottlers could do likewise. He added that bottlers should act independently and "not wait for an association to make a decision."

Convention speakers also placed much emphasis on cost-cutting techniques and ideas. Carroll Deem, San Diego bottler said his firm realized a saving of 3c per case the first year after it raised deposits to 3c on bottles and 28c for the shell ($1 total deposit). His firm made the change in 1946.

Logan Schirmer, of Santa Ana, said he was cutting production costs by using his sales crew in the plant once or twice weekly.

The aforementioned Mr. Cook declared that his firm was saving $19 a day in labor costs by using a lift truck and pallets in truck loading.

Among the other speakers at the two-day meeting were John Tabor, assistant to the president of the Seven-Up Company, who discussed merchandising advantages of soft drinks; Earl Daniels, Pacific Coast attorney for the Coca-Cola Bottling Co.; Tony Whan, Los Angeles advertising executive; Jordan J. Crouch; Nevada banker, and Roy Radford, John Mulhern Company.

Officers Reelected

All officers of the association were re-elected. They are: President, R. G. Deary, Sacramento; vice-president, Cecil R. Barbee, Los Angeles; treasurer, George Martinson, Orange, and secretary, George Culley, Alhambra.

Only one change was made in the board of directors, that being the replacement of H. F. Hanson of Chico, California, by E. K. Cubberly, Los Angeles.

Other directors are: Frank Alessio, San Diego; Frank Craney, Eureka, L. O. Farr, Reno; H. W. Fawcett, El Centro; R. W. Getchel, San Francisco; George Grantham, Pittsburg, Calif.; C. V. Hill, Redding; R. L. Morgan, Fresno; C. Paxson, Bakersfield; K. V. Saunders, Long Beach, Leroy Swenson, Stockton; R. J. Steacy, San Jose; W. B. Trueman, Santa Barbara; E. O. Underhill, Las Vegas, and E. Whittington, Merced.

Mississippians Hear Sugar Price Will Decline In Summer

A SUGAR industry leader last month told Mississippi bottlers that they could shortly expect a slight decrease in the price of sugar.

Speaking at the annual convention of the Mississippi Bottlers Association held February 5, 6 and 7 in Biloxi, Justin Godchaux, executive vice-president of Godchaux Sugars, Inc., New Orleans, told the

MISSISSIPPI LEADERS

Officers of the Mississippi Bottlers Association. Left to right: Sam Alman, president; Walter May, vice-president; and Ed King, secretary-treasurer.

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bottlers that a cut in the sugar price from 15c to 20c per hundred pounds by mid-summer is highly probable. Previously, he discussed a recently effected decrease in sugar price.

Another optimistic note was sounded by Truman M. Gill of Beeville, Texas, president of the A.B.C.B. The national association leader said that the current per capita U. S. consumption of 166 bottles represents a record-high, "and will continue to rise."

Gill also declared that A.B.C.B. is a solid and progressive organization, representing the great majority of the 7,000 bottlers in the country. One evidence of the strength of the national group, he said, was its success in getting an increase in the 1950 sugar quota to 7,500,000 tons.

Several other prominent trade leaders addressed the convention. Among them were Ovid Davis, of the Coca-Cola Co., Atlanta, who discussed the threat of discriminatory taxation, and Wm. E. Mankin, public relations director, The Grapette Co., Inc., Camden, Arkansas, whose topic was "Winning Friends and Influencing People."

Other speakers at the meeting were Biloxi Mayor W. E. Holcomb and Dr. Dera D. Parkinson, president of the Mississippi State College for Women in Columbus.

The noted educator, in an address on preserving the American way of life, spoke bitterly against socialism and communism. These doctrines, she said, preach racial discrimination and limit the freedom of the individual. And, she noted, hope of peace in the future rests upon the individual.

Officers Reelected

Sam Alman, Dr. Pepper Bottling Co., Gulfport, was reelected president of the association. Other officers, also reelected, are: Walter May, Double-Cola Bottling Co., Meridian, vice-president and Ed King, Grapette Bottling Co., Columbus, secretary-treasurer.

Directors are: Brooks Walker, Corinth; W. A. Thomson, Hattiesburg; Sam Weill, Greenville; Wm. Gowan, Jackson; H. E. Holmes, Kosciusko; Ralph Webb, Columbus; W. E. Kennedy, Meridian; and S. Harrison, New Albany.

At the close of the meeting, a resolution was passed requesting Congressional pressure on the Secretary of Agriculture to prevent the setting of a sugar quota lower than present actual consumption.

Alabamans Get Wage-Hour Facts At Meet

ALABAMA bottlers last month were given an informative interpretation of the new Wage-Hour law. The occasion was the 31st annual convention of the Alabama Bottlers' Association, held Feb. 12-14, in Birmingham. Approximately 200 bottlers and supplymen were in attendance.

The wage-hour discussion was two-phased. First, Joseph C. Noah, regional director of the U. S. Department of Labor, presented a broad analysis of the new law, which, as he pointed out, most affects Southern business.

"HAPPY" DOES IT

Hit of the floor show at the Alabama banquet was armless Frank McKeown, popular NBG representative, shown here drinking a bottle of Buffalo Rock at microphone. At right is James C. Lee, Jr., secretary-treasurer of the association.

EXPLAINS WAGE LAW

Joseph C. Noah, regional director of the Wage and Hour Public Contracts Division, explained provisions of the new law.

Next, A. Williams, a Labor Department investigator, read and answered a barrage of pertinent questions from the floor, including the following:

1. "What is the status of a janitor who spends one hour a day cleaning the office, and the rest of his time painting and repairing cases?" If orders are placed and invoices handled in interstate commerce in the office, Williams answered, the janitor who cleans the office comes under provisions of the law. The law also applies if the janitor cleans plant areas where goods shipped in interstate commerce are handled before they come to rest.

2. "When does merchandise re-

ceived in interstate commerce come to rest in a bottling plant?" Not until it reaches its actual contemplated destination, replied Mr. Williams.

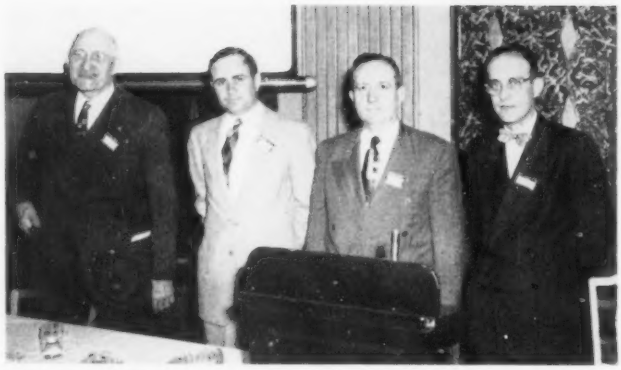
3. "If a delivery truck from another state drops merchandise on our loading platform, what is the status of our plant employes who handle it?" The shipment is still in interstate commerce, asserted Mr. Williams, until the goods get into their normal stock position. Employes who move packages from the loading platform to stock positions are engaged in interstate commerce and covered by the law.

4. "Suppose the truckman puts a barrel of syrup on a dolly?" A dolly is not a final stock position, Williams said, and the barrel will not have come to rest until it is in its usual stock position.

5. "But we don't have a regular stock position," the inquiring bottler continued. "We just keep barrels on dollies anywhere in the plant until we are ready to use them." In that case, answered Williams, movement of the dolly might not be considered as interstate commerce, but he doubted that any well-organized business would be able to prove the point that there was no specified storage area for materials.

6. "What is the status of a syrup-mixing employe?" Not covered by the new law, ruled Williams, if he takes the concentrate and sugar from stockroom locations in the plant.

7. "If we buy sugar from a wholesale grocer, would the bags be considered as being in interstate commerce when they come to our plant?" If the wholesaler had the sugar in his stock for general distribution, and not specifically for the bottler, plant employes who handled the incoming bags would not come under the wage-hour law, Williams stated. The status of sugar bought from a broker would depend on the broker's relation to the refinery, or possible purchase contracts, the investigator asserted.



THEY'RE REELECTED

Reelected officers of the Alabama association. Left to right: Stanhope E. Elmore, chairman, executive committee; James C. Lee, Jr., secretary-treasurer; Garland A. Kirven, vice-president, and C. L. Beard, president.

8. "Suppose we sell our beverage to a restaurant, and unknown to us they sell a case to an interstate train, does that put us in interstate commerce?" Yes, said Williams, if the restaurant did it regularly and the bottler had reason to believe that it would happen. But if the bottler had no hope or intention that the restaurant would resell to the train, an occasional instance would not affect the bottler's position.

Tax Protection Promised

However concerned were the Alabama conventioneers over the wage-hour legislation, they were heartened by assurances that they would not suffer any form of discriminatory taxation.

Several candidates for the forthcoming gubernatorial primary, including Birmingham Police Commissioner Eugene "Bull" Connor, spoke to the assembled bottlers and pledged their personal opposition to any special tax on carbonated beverages.

Nonetheless, Robert A. Jolley, ABCB board member from Greenville, S. C., urged bottlers to "know your representatives in the legislature, and let them know you and your problems. Don't wait until a tax vote comes up before you begin to contact them!" Likewise, Stanhope E. Elmore, chairman of the association's legislative committee, counselled bottlers to stay on guard.

Other speakers at the two-day business session included Ed. Forio, vice-president of the Coca-Cola Co., Atlanta, Ga.; Dr. Julian Toulouse, Owens-Illinois Glass Co., Toledo, O.; Walter Bentz, Lamborn & Co., and Major N. W. Kimbrough, of the Alabama Highway Department.

Officers Re-elected

By unanimous vote, present officers of the Alabama association were reelected. They are: C. L. Beard, Sheffield, president; Garland A. Kirven, Montgomery, vice-president, and James C. Lee, Jr., Birmingham, secretary-treasurer.

Stanhope E. Elmore, Montgomery, was renamed chairman of the Executive Committee, which was increased from seven to nine members and now includes: James Pruett, Gadsden; Clyde Lovern, Dothan; John Broadway, Huntsville; L. W. Watson, Troy; Frank Oslin, Tuskegee; James Pearce, Birmingham; Gerald Salter, Selma; and James C. Lee, Birmingham.

A resolution was adopted urging ABCB to nominate James C. Lee for vice presidency of that organization at its 1950 meeting.

Arizona Bottlers Get Lesson On Sales Building

WAYS and means of increasing sales volume were presented by trade leaders and merchandising experts to the Arizona State Bottlers' Association at the annual convention of the organization in Douglas, February 1.

Ben Wells, vice-president of the Seven-Up Company, St. Louis, Missouri, told the convention that the properly trained salesman will far outsell the routeman with improper or no training.

Wells also suggested that bottlers train their routemen on an individual basis in order to develop their individual strong points.

"Take the routeman and build his strength, whatever it is that he does best", Wells said. "Let each man use his particular specialties as much as possible", he added.

Praises Display Racks

Joe Shorrock of the Retail Grocers Association of Arizona, explained how bottlers could help the dealers better merchandise the sale of beverages. Shorrock, who declared he was emphasizing the "retailer's viewpoint", said that bottle display racks are of particular help in creating impulse sales. He urged an increasing use of these racks.

Jack Grady, an executive of the Industrial Council, Inc., declared that good employee morale means better business, and suggested that better output could be expected from employees who are satisfied with their jobs. "You should let your employee know that profit is the only factor that keeps your company in business, and he will then realize that profit is his only job security," Mr. Grady emphasized.

Other speakers at the meeting were: Floyd Raines of the Phoenix Chamber of Commerce; Bob Bale, Institute of Personnel Development, and Truman Gill, president of the American Bottlers of Carbonated Beverages. In his talk, Mr. Gill outlined the activities of the national association in the fields of public relations, legislation and nutritional research.

Ritter Elected President

At the close of the meeting, W. P. Ritter, Nehi Bottling Co., Phoenix, was elected president of the association. Other officers are: Hohen

ARIZONA SPEAKERS

Left to right: Truman Gill, ABCB president; Ben H. Wells, Seven-Up Co.; Bob Bale, Institute of Personnel Development; Joe Shorrock, Phoenix Retail Grocers' Association; and Jack Grady, Industrial Council, Inc.

ARIZONA OFFICERS, DIRECTORS

Seated left to right: W. P. Ritter, president; Hohen Foster, vice-president, and W. R. Hood, secretary and treasurer. Standing: Directors Floyd Wallace, George Martin, Arnold Kehrlie and Harold Payrie.

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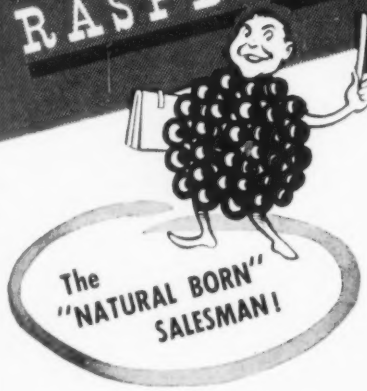

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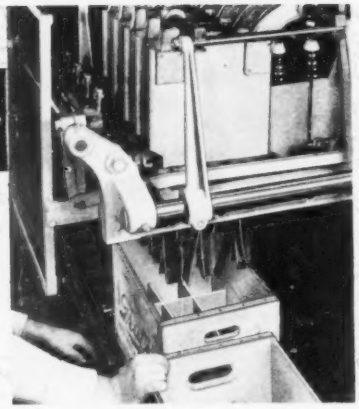

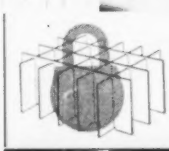

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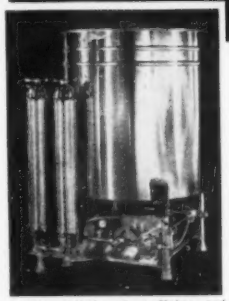

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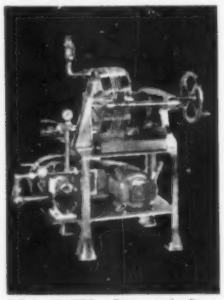

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Foster, Barq's Bottling Co., Phoenix, vice-president; W. R. Hood, Seven-Up Bottling Co., Phoenix, secretary-treasurer.

Named to the board of directors were: Floyd Wallace, Coca-Cola Bottling Co., Douglas; George Martin, Coca-Cola Bottling Co., Tucson; Arnold Kehrlie, Canada Dry Bottling Co., Phoenix, and Harold Payrie, Coca-Cola Bottling Co., Phoenix.

5¢ One-Way Impractical Now, Tri-Staters Hear

SPEAKING to some 170 members of the Tri-State Bottlers of Carbonated Beverages at the 29th annual convention of the group, Feb. 17-18 in Salt Lake City, Sig Funke, sales manager for the beverage industries of the Owens-Illinois Glass Co., held out little hope for a practical non-returnable bottle for five-cent drinks.

"The throw-away bottle for five-cent drinks is just not practical," he said. "The margin of profit is so small on a five-cent drink that there is no economical substitute at the present time for the glass bottle that has to be returned."

However, Funke pointed out that it is practical to use non-returnable bottles for large-size quart beverages. "This can—and has been done—at a profit," he said.

In addition to dispelling the notion that the industry is on the brink of a non-returnable bottle for five-cent drinks, Mr. Funke emphasized that it is high time that bottlers started to concentrate on merchandising.

"You must get your merchandise in the store—and you must keep it there," he said. And, he said, it was up to the bottler to inaugurate an efficient system of returning empties and handling returns in grocery and drug stores. "Merchants like to buy from bottlers who help them solve their problems," he said.

CHECK-UP

Elmo Taylor, left, newly-elected vice-president of the Tri-State Bottlers of Carbonated Beverages, checks convention notes with new president G. LaMont Richards.

"It is vitally essential that the bottler and his salesmen help the merchant merchandise bottled goods, and it is also vitally necessary that the bottler maintain his service to keep pace with the sales. It does no good whatsoever to increase sales if you create a bottleneck in the merchant's establishment with empty bottles."

Funke held out little hope that a paper container similar to those used for milk could be produced satisfactorily for the carbonated beverage bottlers.

In another featured address, William E. Mankin, public relations director of the Grapette Co., Inc., Camden, Ark., said that 1950 holds much promise, sales-wise, for the bottling industry. "But you won't get it on a silver platter," he warned. "The bottler who will succeed this year will be the bottler who will work," he said.

Mankin emphasized that competition is keen among the nation's 7,000 bottlers. He also pointed out that taxes have pyramided, as have costs of bottles, cases, sugar and transportation.

E. A. Bostrom, Grand Forks, N. D., a director of the American Bottlers of Carbonated Beverages, pointed out that soft drink business in the United States has been geared to volume production. "Which means," he explained, "that we must have the sales initiative to maintain this volume."

Sherman P. Lloyd, executive secretary of the Utah Retail Grocers Ass'n., also addressed the convention.

"We have always had a controversy between the grocers and bottlers," he said, "concerning the handling of empty bottles in the grocery store. There has been a feeling among grocers," he added, "that the grocer should receive a small fee for handling the bottles.

"Now," he added, "I'm not here to say whether this is right or wrong. I am here to say, however, that the only solution to the problem is for your organization and our organization to work together." He suggested that the bottlers form a committee to investigate the side of the grocers.

At the close of the meeting, George LaMont Richards, Nehi Beverage Co., Salt Lake, was elected president of the association. Other officers are: vice-president, Elmo Taylor, Dr. Pepper Bottling Co., Salt Lake; and secretary, G. B. Sanborn, Salt Lake. Directors named were: Patrick Healy, Ogden; Robert Warner, Richfield; Jack Levander, Twin Falls, and William Birrell, Salt Lake.

Low Prices Attacked At Oregon Meet

An attack on the industry's low price structure highlighted the annual convention of the Oregon Bottlers of Carbonated Beverages, February 10-11 in Portland.

Approximately 200 bottlers and supplymen attending the two-day conclave heard a well-known parent company official declare that present price levels of most bottlers are ruinous.

The official, William E. Mankin, public relations director of the Grapette Co., Camden, Arkansas, departed briefly and dramatically from his scheduled talk on building goodwill to assert that "it is impossible for many bottlers to exist with cost conditions and wholesale prices as they are. I know bottlers who lose money on every case they sell", the speaker added.

Mankin's address indicated that his company stands behind any movements for more profitable pricing.

Other speakers at the convention waxed optimistic about the industry's prospects.

John Tabor, assistant to the president of the Seven-Up Co., declared that while there are many problems confronting the industry, its future on the whole is bright. Bottlers could expect continuing increases in volume, he said, because today there are more people with more money to spend on carbonated beverages.

Sales Way Up

John J. Riley, secretary of A.B.C.B. said that beverage sales have doubled in the past ten years and predicted a slight increase in 1950 volume. He noted, however, that the beverage industry is receiving only a small percentage of the consumers' food dollar. This percentage, he added, could be increased through more aggressive and intelligent effort.

Other convention addresses were made by Oliver Hurtig, Kelly-Clark Co., who discussed the 1950 sugar outlook, and W. E. Upshaw, Oregon State Agricultural Department.

New Officers

In the elections, Hugh Rabe of the Seven-Up Bottling Co., Salem, was elected president of the association. Other officers are: Deral Jones, Dr. Pepper Bottling Co., Salem, vice-president; and regional vice presidents and directors—John Gardner, Royal Soda Works, Hillsboro; Wm. Unrath, Coca-Cola Bottling Co., Roseburg; and Gordon Coleman, Nehi Bottling Co., Eugene.

OREGON CONFERENCE

Speakers at the Oregon convention huddle with association officers. Left to right: John Tabor, Seven-Up Co.; Gerald Murray, Oregon secretary; Hugh Rabe, president, and Wm. E. Mankin, The Grapette Company.

Cut Delivery Costs, Illinois Bottlers Urged

Carbonated Beverage Manufacturers of Illinois were told last month that truck operation accounts for approximately 30% of their total expenses and, therefore, substantial savings could be effected through decreases in delivery costs.

The advice came from N. O. Gresham of the White Motor Co., Cleveland, at the 30th annual convention of the association in Springfield, February 16-17. The meeting was attended by approximately 250 bottlers and supplymen.

Gresham said that the beverage truck "should be just as efficient in

its job of delivery as the bottling and washing machinery is in its job of production."

Lists Truck Features

He offered several suggestions to increase truck efficiency, and said that the efficient beverage truck should have the following features:

(1) Shortest possible turning radius in order to provide maximum maneuverability.

(2) A low cab height with maximum accessibility for getting in and out of the cab side.

(3) Lowest possible loading and unloading height.

(4) A high degree of safety.

Other speakers at the two-day meeting included C. Howard Smith, U. S. Chamber of Commerce; George Deppman, Owens-Illinois Glass Co.; Hon. Everett M. Dirksen; Loring Overman, assistant secretary A.B.C.B., and John Harrington, Illinois Manufacturers Association.

New Officers Elected

At the close of the meeting, Don Frank, Coca-Cola Bottling Co., Bloomington, was elected president of the association. Other officers are Grant Smith, Dr. Pepper Bottling Co., Waukegan, first vice-president; Ray Derges, Derges Bottling Co., Peoria, second vice-president, and E. F. Wagner, Seven-Up Bottling Co., Madison, treasurer.

The officers and directors will select a secretary at their first spring meeting and it is expected that the association's retiring president, C. G. Chenoweth, Dr. Pepper Bottling Co., Belleville, will be given the post.

Directors of the association are: Morris Gitlitz, Chicago; Tim P. Sheehan, Chicago; C. W. Brosch, Jr., Springfield; M. Meyer, Mt. Olive; T. J. McNeil, Quincy; Frank J. Horn, Macomb; Don Hayes, DuQuoin; W. T. Middleton, Sterling; J. B. Vecchie, Taylorville; A. A. Hebel, Peru; A. M. Day, Chicago; Frank Wolf, Mt. Carmel, and Marion Jacobs, Chicago.

ILLINOIS OFFICERS

Left to right: Grant Smith, first vice-president; Don Frank, president; Ray Derges, second vice-president, and C. G. Chenoweth, retiring president.

Raise Your Prices, Texans Urged

THE day of the nickel soft drink—like the good five-cent cigar—is just about over, the Texas State Bottlers Association was told last month.

Addressing the 47th annual convention of the association, Feb. 16-17 in Houston, W. V. "Smoke" Ballew, head of Smoke Ballew & Associates, Dallas, declared that present retail price levels and correspondingly low wholesale levels are anachronistic.

His remarks were heard by an

NEW TEXAS OFFICERS

Front row, left to right: R. A. McDaniel, treasurer; W. F. McNamara, secretary; Roy Hackworth, president; Carl J. McNamara, first vice-president; Pat Sullivan, director, and M. L. King, director. Back row: Sam Johnson, outgoing president; Bubba Cowser, sergeant-at-arms; and directors Jack Mann, H. E. Lemoine, Cliff Carter, Charles Caughlin, Hope M. Smith, Chester Jarrell and Charles Greer.

EYES AHEAD

Three of the men who took leading parts in the Texas bottlers' meeting were (left to right): R. A. Jolley, A.B.C.B. executive board member; Truman M. Gill, president, A.B.C.B., and W. V. Ballew, Smoke Ballew & Associates.

estimated 400 persons, including representatives from 150 plants in 50 Texas cities.

Without recommending any specific price increase, Ballew said that whatever it is, it should be sufficient to meet costs and earn the bottler a decent profit. He indicated that bottlers who persist in cutting down their advertising, lopping off routes and otherwise retrenching—instead of taking the positive and sensible step of boosting prices—will not continue in business for long.

Included among the other speakers at the two-day conclave were Truman Gill, A.B.C.B. president; R. A. Jolley, executive board member of the A.B.C.B.; and John Tabor, assistant to the president of the Seven-Up Co.

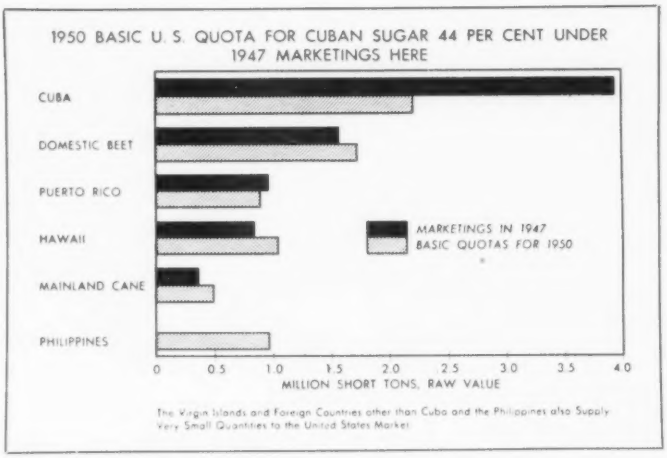
Gill discussed current attacks on soft drinks, and reported that the national association has available material that will aid in refuting anti-beverage charges.

Jolley centered his discussion on the sugar supply, and called for more sugar at lower prices.

Tabor in his address, waxed optimistic about the industry's future sales potentials, but on the other hand, warned that bottlers, as well as other businessmen, must be on guard against continuing government interference in business.

Roy Hackworth of Wichita Falls was elected president of the association for 1950, succeeding Sam Johnson of Laredo. Other new officers are: Carl J. McNamara, Dallas, first vice-president; W. F. McNamara, Austin, secretary, and R. A. McDaniel, Beeville, treasurer.

New directors are: Pat Sullivan, San Antonio; M. L. King, Ranger; Jack Mann, Corpus Christi; Cliff Carter, Temple; Hope M. Smith, El Paso; Charles Caughlin, Temple; Chester Jarrell, Houston; Charles Greer, Lubbock, and H. E. Lemoine.



LESS CUBAN SUGAR FOR U. S.

The basic U. S. 1950 quota for Cuban sugar (2,219,400 short tons, raw value) is 44 percent below the quantity received from Cuba for use in this country in 1947, the last year prior to the reimposition of quotas under the Sugar Act of 1948. The chart above, prepared by the U. S. Cuban Sugar Council, shows that even with the addition of 285,000 tons from the anticipated 1950 Philippine deficit, the total quota for Cuban sugar would be 36 percent below 1947 receipts.

N. B. G. Volumes On Microfilm

National Bottlers' Gazette, New York City, has entered into an agreement with University Microfilms, Ann Arbor, Michigan, to make available complete volumes of the N.B.G. in microfilm form. This new service is intended for libraries and those firms equipped with microfilm projection or reading equipment. Microfilming makes it possible to produce and distribute copies of periodical literature on the basis of an entire volume in a single roll, at a cost approximately equal to the cost of binding the same material in a conventional library binding.

Sales will be restricted to those subscribing to the regular paper edition and the film copy is only distributed at the end of the volume year. The microfilm is in the form of positive microfilm, and is furnished on metal reels suitably labeled. Inquiries concerning purchase should be directed to University Microfilms, 313 N. First Street, Ann Arbor, Michigan.

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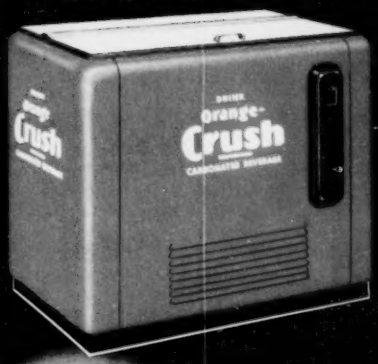
Model P 510-E

Model OC 510-E



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PELCO sanitary, *dry-type electric* beverage coolers are gleaming super-salesmen! Put them to work for you to boost your beverage consumption. Dependable, fast-chilling PELCO coolers are available NOW *in authentic franchised colors.*

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Model SG 510-E

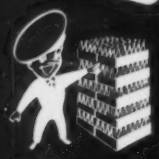
Model K 510-E

Sanitary, *Day-Type*, Electric BEVERAGE COOLERS

Tank dimensions—
Length 38″
Width 22″
Depth 15½″

Stainless steel lift lid.
Stainless steel
seam welded tank.

Rubber lid gasket
assures tight seal.



PELCO Model 510-E
7.36 cu. ft. capacity;
chills 6 cases standing
or 10 cases corded
bottles.

Compartment dividers
are sanitary dry-type
plate evaporators.

Outside dimensions—
Length 43″
Width 27″
Height 36″

1/5 H. P. hermetic unit.
Ready to plug in.

Efficient insulation,
2½″ Fiberglas in
sides; 3″ Fiberglas
on bottom.

Dupont Dulux baked
finish. Zinc-coated and
Bonderized steel.

Heavy angle iron base.
Cross braced.
Electrically welded
steel cabinet.

MODEL 510-E

Adjustable cold control
to meet your cooling
needs.

Approximate weight:
Crated.....330 lbs.
Uncrated...270 lbs.

PELCO Model 530-E

- Huge capacity 7 ft. cooler.
- Bottle capacity: 42 cases 7 oz. bottles. 30 cases 12 oz. bottles.
- Outside dimensions: Length 84″, Width 27″; Height 36″.
- Tank dimensions: Length 78⅜″; Width 22″; Depth, two compartments over condensing unit, each 14″, four other compartments, each 28″ deep.
- Approximate weight: Crated...630 lbs. Uncrated...560 lbs.
- Approximate capacity, 23 cu. ft.
- ⅓ H. P. hermetically sealed condensing unit. Ready to plug in.

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Two Leaders of a Famous Family

CLICQUOT CLUB Ginger Ale and Sparkling Water stand out as quality leaders—and have for over fifty years.

But there are other equally outstanding members of this famous family.

You would naturally expect the makers of America's finest ginger ale to produce "flavors" of unusual excellence, and we do. They add greater profit opportunities to the Clicquot Club franchise.

Some territories are open.

Clicquot Club

(Pronounced KLEEK-O)

BEVERAGES

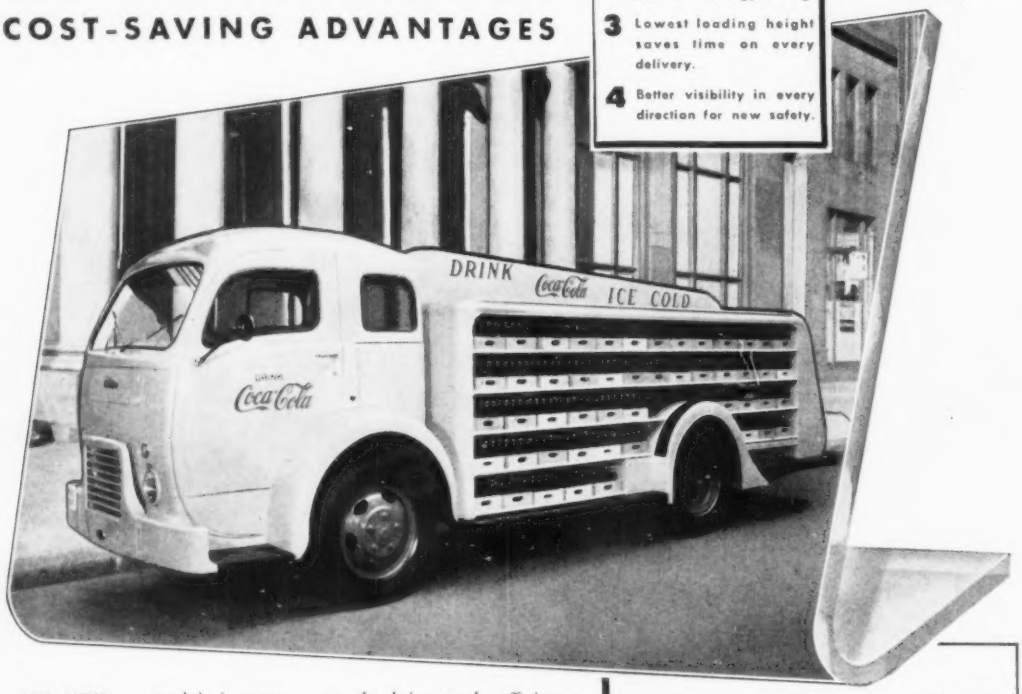
Pale Dry and Golden Ginger Ales . . . . Sparkling Water . . . . Cola . . . . Sarsaparilla
Root Beer . . . . White Soda . . . . Cream Soda . . . . Tom Collins Mixer . . . . Lime Rickey
Orange Soda . . . . Eskimo Cooler . . . . Strawberry Soda . . . . Cherry Soda . . . . Grape Soda
True Fruit Raspberry Soda

Clicquot Club Company—Millis, Massachusetts

MODERNIZE FOR MORE DELIVERIES

WITH ALL THESE extra COST-SAVING ADVANTAGES

1. Shortest turning radius for outstanding maneuverability.
2. Low cab height for driver time and energy-saving.
3. Lowest loading height saves time on every delivery.
4. Better visibility in every direction for new safety.



IT'S NEW . . . and it is completely engineered to fit bottlers' exact needs for a truck that cuts costs in every phase of delivery service.

The *new* White 3000 saves maneuvering time . . . saves driver time . . . saves loading and unloading time. It is a new approach to reducing bottlers' operating costs.

This new White is miles ahead for the specialized service of the soft drink industry because it sets a new standard in truck efficiency.

Its functional design . . . its new weight distribution principle . . . its revolutionary approach to reducing truck maintenance costs—these are all exclusive advantages that make the new White 3000 a profitable investment that pays dividends for years.

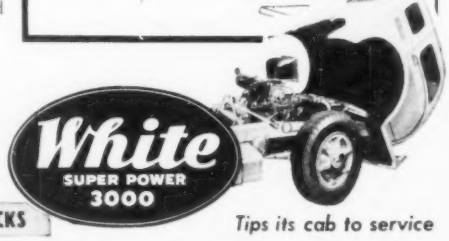
Your White Representative will be glad to show you how the sensational new White 3000 can be profitably used in your business.

IMPROVED VISIBILITY IN ALL DIRECTIONS . . . HELPS THE DRIVER BE A BETTER DRIVER

THE WHITE MOTOR COMPANY

Cleveland 1, Ohio, U. S. A.

THE WHITE MOTOR COMPANY OF CANADA LIMITED • FACTORY AT MONTREAL



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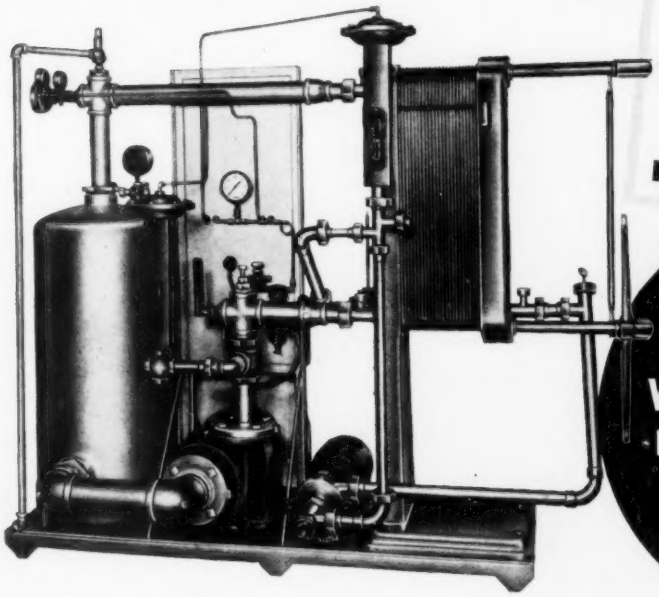
FOR MORE THAN 50 YEARS THE GREATEST NAME IN TRUCKS

When the label says:

PASTEURIZED

Fruit Drink

NOT CARBONATED



in 9 cases out of 10

WALKER-WALLACE

New Self-Contained Unit

PASTEURIZED

The PRODUCT

Yes—9 out of 10 cases of the nationally advertised *Not Carbonated* beverages are purity-protected by the new WALKER-WALLACE SELF-CONTAINED UNIT PASTEURIZERS.

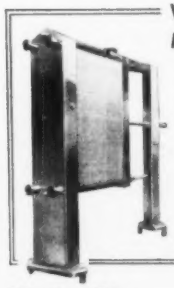
Coast to coast, *still drink* processors have accepted this new machine as the standard equipment for effectively and economically pasteurizing their product. They have found that these compact units offer low initial costs . . . simple installation . . . unexcelled performance — easy, economical maintenance.

Perhaps you are planning to add the *still drink* processing of one of the new, potentially profitable *still drink* franchises to your present operation. If so, you'll want to learn more of WALKER-WALLACE Self-Contained Unit Pasteurizers.

HERE ARE SOME ADDITIONAL FACTS:

- It gives positive pasteurization with precise temperature control.
- It is specifically designed for *Still Drink* processing.
- It is available in any capacity to match your filler.
- It is shipped completely assembled, ready to connect to service lines.
- It saves space and is mounted on steel base.
- It is Custom-Built yet priced for the general market.
- It has optional control system with either a simple self-acting controller or an automatic air controller. (Diversion value is optional, too).

For complete details, specifications and new informational material write Dept. NB-3 No obligation of course.



WALKER-WALLACE APV PARAFLOW MODEL HM—ALL STAINLESS STEEL!

Effectively . . . Economically Heats, Cools and Chills SIMPLE SYRUPS.

To protect the quality and purity of your simple syrups — flavored or unflavored — you can choose none better than these new All-Stainless Steel APV PARAFLOW units. Capacities can be changed to meet your needs . . . absolute temperature controls maintained at all times.

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SEND FOR FULL-COLOR BROCHURE "ADS ON WHEELS"

Two Smash Hits

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VIN-VIE

The distinctive Imitation Grape Extract. Blended with skill born of four generations of experience.

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A tip-top, delicious, full-bodied blend of fruity flavors . . . truly refreshing in every sense of the word.

Quality in Flavor Since 1835

Like all Virginia Dare products it's outstanding Vin-Vie and well-known South Seas are distinguished for uniformity, flavor and aroma.

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Bottlers and Syrup Makers Control the Quality of the Water they Use with

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From coast-to-coast, and in foreign countries too, the "JBAS" is proving that you can have absolute control of water quality . . control over water—that 80% of your product which is subject to nature's variations. The "JBAS" . .

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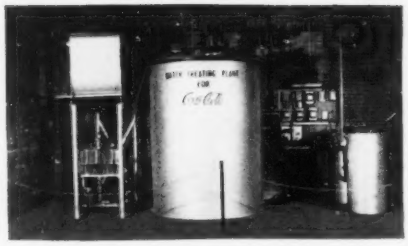
- ***REMOVES ORGANIC MATTER*** which may be present the year 'round, or seasonally, to cause cloudiness and spoilage, loss of flavor, and foaming at the filler or on opening.
- ***REMOVES TASTE AND ODORS*** . . because the "JBAS" includes *both chemical treatment and Hydrodarco.*

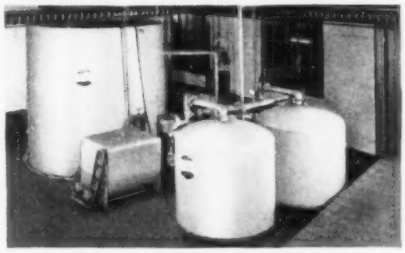
Include the "JBAS" Water Conditioning Plant in your plans for increasing sales and profits. Send today for Bulletin No. 1823 and a Water Conditioning Analysis Sheet!

FREE LABORATORY SERVICE . . SEND FOR THIS WATER CONDITIONING ANALYSIS SHEET!

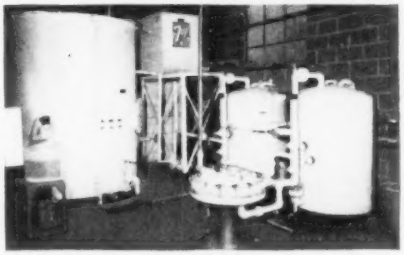
Make sure your water meets the exacting specifications you require. Send for our Water Analysis Sheet, then fill in and return it with a sample. You will receive our laboratory analysis and report promptly. A valuable INFILCO CHEMICAL CALCULATOR slide rule sent FREE to all who return our analysis sheet properly completed. No cost or obligation is involved for this laboratory service.



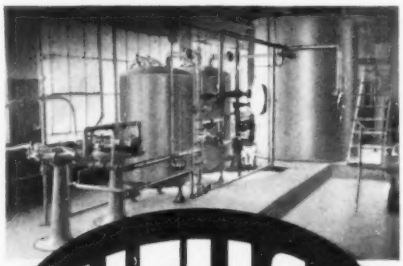
"JBAS" Plant at Coca-Cola Bottling Company of Warren, Ohio



"JBAS" Plant at Pepsi-Cola Bottling Co., Newark, N. J.



"JBAS" Plants at Seven-Up Bottling Co., Cleveland, Ohio, and, (below) Chesterman Company, Sioux City, Iowa



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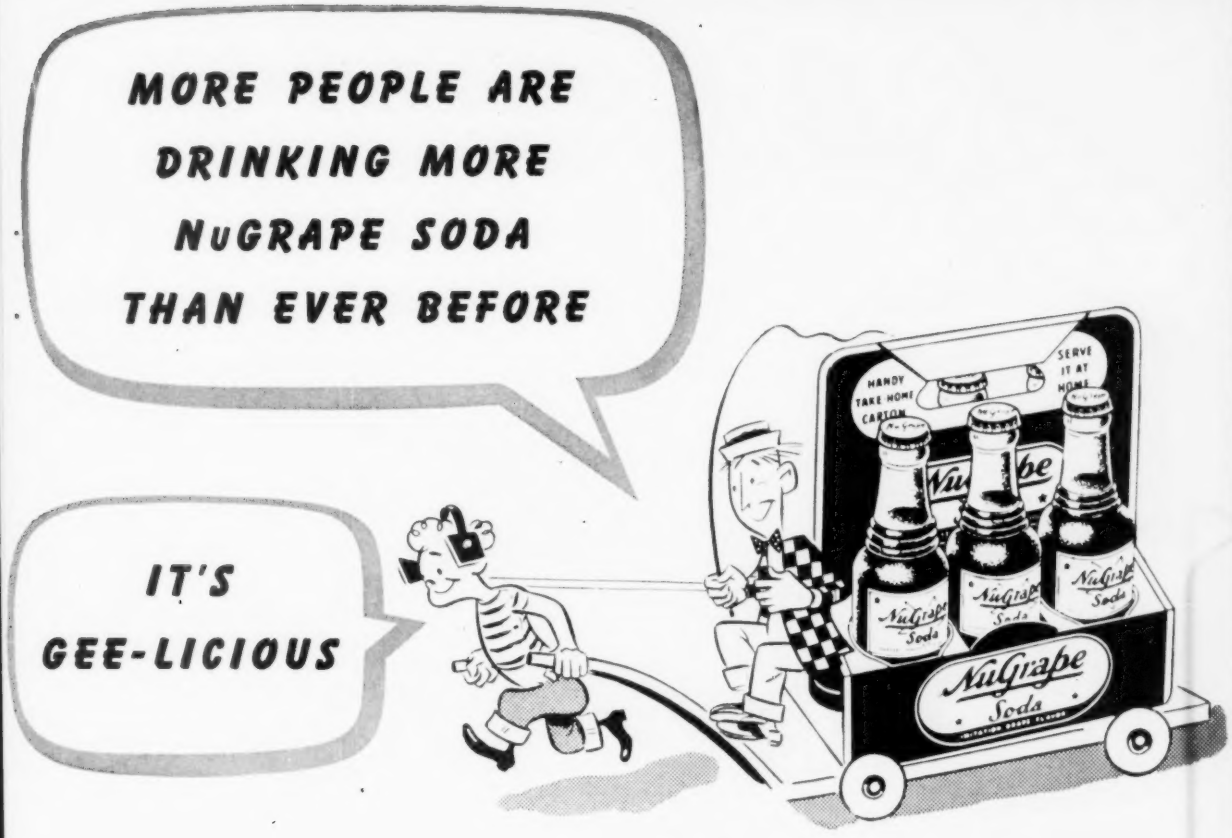

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On posters, in newspapers, in stores and on the radio, NuGrape's new selling team and sparkling new advertising theme are bringing more customers NuGrape's way.

It's going to be another great NuGrape Soda year.

National NuGrape Company

Atlanta, Georgia

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right from California's sunny groves...

Bottle *profitably* what the consumer wants to buy—America's favorite orange and lemon drinks, made with Exchange fruit juice bases.

Always sold in cans to seal in the flavor until you use them.

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FRUIT GROWERS EXCHANGE

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BOTTLERS JUICES

NOW IS THE TIME TO ORDER
SPECIALTY ENGINEERED

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FOR NEXT SEASON

BUY ZEPHYR!
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Specialty Zephyr beverage bodies have won a world-wide reputation for service under severest use. They provide the utmost in quality, and lowest delivery cost obtainable. Patented design of construction cuts 500 to 1,000 lbs. of unnecessary body weight, thereby reducing upkeep, operating cost and maintenance to a minimum. Light weight, efficient design, hi-tensile steels and all-electric welding give you long life in chassis, body, cases and bottles.

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NEW LOW PRICES NOW IN EFFECT
SPECIAL QUANTITY DISCOUNTS ON ORDERS OF SIX OR MORE

Ask the bottler who has Zephyr delivery equipment—ask the man who keeps tab on costs and upkeep. They will tell you Zephyr is the "best buy" in the beverage field regardless of price.

Whether your interest is in open rack conventional construction—or if you are considering palletized bodies—get the facts first from Specialty engineers. You are invited to avail yourself of our engineering service without extra cost or obligation.

WRITE US ON YOUR IMMEDIATE REQUIREMENTS

SPECIALTY ENGINEERING CO., ALLEGHENY & TRENTON AVES., PHILADELPHIA 34, PA.

Smart Men . . . those SPOKANE BOTTLERS

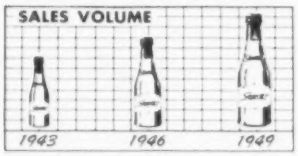
Not so long ago a group of bottlers in the Northwest gathered to discuss their problems.

Talker after talker expounded about the woes in the industry. How high costs were cutting their profits . . . how reduced advertising and merchandising efforts had resulted in volume losses.

Then **Hugh Franklin** and **Ralph Petragallo**, Squirt Bottlers in Spokane, were called upon "for a few words."

"Gentlemen," said Hugh, "my partner and I find your problems and complaints very illuminating. Perhaps we should be concerned about such an unhappy state of affairs.

"But, frankly, we don't intend to worry, and why should we.



"Our sales of Squirt in '49 were up 11.7% over '48 . . . our distribution shows an increase of better than 17% . . . and all for one reason—'Leaderism'."

Very smart men, those Spokane Bottlers.

For it became clear what 'leaderism' meant as Hugh continued: "When we started bottling Squirt back in 1943, we discovered the leaders in any type of business whether large or small, were the ones who never had a problem, only a challenge. As an example—when it became evident to The Squirt Company and us that high production costs were nicking into our profits, we raised our price; we planned the raise, then worked the plan. Our volume has steadily increased since this change in our fixed selling price, but, more important—our profits are healthy."

Interior, Squirt Beverage Co.
Spokane, Washington

We were pleased to hear this story, and we asked Hugh and Ralph to elaborate more on their successful operation.

This is what Hugh told us:

"We have in Squirt a distinctive, high quality soft drink which protects us against imitators and competition. Squirt is an extremely popular family drink. It is also a widely accepted all-purpose mixer. So, between the two uses we have a drink that assures us year 'round volume. The Squirt Company, too, provides us many advantages—expert laboratory help . . . continuous and aggressive advertising, merchandising and sales promotion programs . . . and their active participation in the industry results in direct benefits to all Squirt Bottlers. We feel that if you are associated with a leader, one is bound to be a leader, too."

A Squirt Bottling Franchise is a guarantee of continued security . . . of leadership backing in merchandising and advertising . . . the elements you need to build permanent sales volume and substantial profits, year after year.

Write The Squirt Company today for complete information on a "Profit-Rated" Squirt Bottling Franchise.

I'M HEALTHY-I'M HAPPY-I'M SQUIRT

BE HEALTHY
BE HAPPY

THE SQUIRT COMPANY

202 So. Hamilton Drive
Beverly Hills
California

© 1950, THE SQUIRT COMPANY

Store to store or city to city . . .

NEW INTERNATIONAL TRUCKS

ARE *Heavy-Duty Engineered* TO SAVE YOU MONEY

Heavy-duty engineering for long truck life on tough truck jobs is yours now in every single new International Truck from 4,200 to 90,000 pounds GVW.

That's the same extra value engineering that has kept Internationals first in the sale of heavy-duty trucks for 18 straight years.

Cost-conscious, profit-minded heavy-duty truck users have preferred Internationals year after year for only one reason: heavy-duty engineering means that International Truck performance is longer life performance, lower operating and maintenance cost performance.

And now the same management, engineers, test experts, and production men who kept Internationals a tradition in the heavy-duty truck field have developed *every new International Truck.* No matter what size truck you use, there's a heavy-duty engineered International Truck that's right and ready for you!

You'll find new comfort in the new Comfo-Vision Cab

Model for model, here is "the roomiest cab on the road." It gives you new comfort in easy-riding cushions, adjustable seats, controlled ventilation. It gives you full front visibility through a one-piece, scientifically curved Sweepsight windshield.

And comfort is right at your fingertips when you take the sturdy wheel. The entire steering system is engineered for more positive control from a more comfortable position.

You'll get an all-new truck proved under actual operating conditions

"Proved under actual operating conditions" takes in years of time, millions of dollars, countless miles. But these new Internationals took in all those and then some—to give you proved-in-advance performance.

No matter what kinds of roads or loads, climate or conditions your trucks must meet, there's a new International that has been *proved* right for your requirements.

Find out all about that truck from your nearest International Truck Dealer or Branch, *soon.*

International Harvester Builds
McCormick Farm Equipment and Farmall Tractors
Motor Trucks — Industrial Power
Refrigerators and Freezers

Tune in James Melton and "Harvest of Stars"
NBC, Sunday afternoons

ALL NEW, ALL PROVED

INTERNATIONAL TRUCKS

INTERNATIONAL HARVESTER COMPANY CHICAGO

An Easy, Reliable Way for Bottlers to Sample Flavors

THIS BOTTLER is shown checking over the cost sheet and the bottling formula he has just received with the flavor sample pictured on his desk. Hurty-Peck's Service Department prepared these for him so that after the sample is bottled, he will know all the facts about the beverage. Not only will he be able to judge the flavor and the appearance of the drink, but he will know the exact case cost of ingredients, as well as the detailed bottling directions for a full sized production run.

THE SYRUP ROOM MAN likes this sample because it is in the form of finished syrup. All he has to do is select the proper size graduate to measure out the syrup into the bottles for the test run. The label on the sample bottle tells him what throw to use. No need for making up a small size trial batch of syrup when Hurty-Peck sends the sample already made up and ready to use. Time and work are saved. Finished syrup samples are a convenience, and they *insure accuracy*.

IN THE BOTTLING ROOM, the syrup sample is simply measured into the bottles. Then, as pictured, the operator runs these bottles right through his line along with a regular production run on which he is using the same carbonation. This gives a *reliable* test, because the samples are bottled on the bottlers' own line, with his own water and carbonation.

Hurty-Peck invites you to write for samples —either finished syrup or concentrate. Of course, there is no charge for this complete and convenient sampling service.

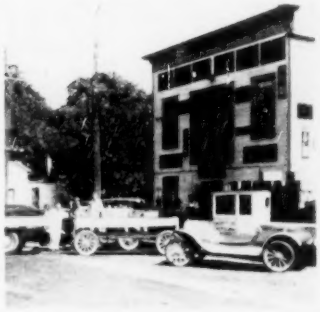
HURTY-PECK & COMPANY

Makers of Quality "Superb" Flavors

Indianapolis 7, Ind. **Santa Ana, Calif.**

On The Job for 25 Years

Veteran route-salesman still selling many of his original accounts. . . .



Above—The new bottling plant of the Princeton Bottling Works at Princeton, Illinois. "It is a far cry from the old rattle-trap building Joe Kaufman and I worked in 25 years ago," says E. E. Benson, owner.

Right—Plant as it looked twenty-five years ago.

"THEY wanted red pop and Whistle and lots of it in June, July and August back in 1924, when I started in the business," said Joe Kaufman recently.

"Outside of the hot summer months, and especially the July 4th holiday, there wasn't much business to be had during the year. The vast home market was not even thought of and the summer ice boxes were in the back room leaking, as a rule, like a sieve so that refrigeration was quite a problem.

"When October rolled around the beverage year was practically over and we settled down to a long, cold winter. The cold months were really tough ones in those days with trucks that froze as solid as a bottle of beverage would or got jammed up in a snow drift. The roads, too, were impossible and we didn't dare to venture too far from the plant.

"When I look back over the past 25 years I nearly have to pinch myself to be sure that I am not dreaming about the remarkable progress that has been made by the industry and the growth of our own plant."

In summary, those were Joseph Kaufman's remarks about his 25 years of "Whistle" and "Vess" route selling, delivered on his 25th anniversary with the Princeton Bottling Works, Princeton, Illinois.

Joseph W. Kaufman, known as Joe to his dealers and friends, has been servicing the same beverage route for 25 happy, progressive years for Mr. E. E. Benson, owner of the business. The 170,000 population served live in the central part of Illinois and in a large sense is composed of strictly rich farming communities.

Joe still serves many of the accounts that he opened 25 years ago. These, and other dealers, are staunch and loyal friends of Mr. Kaufman. When sadness came into Joe's home last August through the death of his wife and true companion, the customers almost to a man sent floral remembrances and were present for the funeral service. No man could possibly enjoy a higher esteem in the eyes of his fellow men.

In recent years Mr. Benson,

Where the Clyde washes Glasgow
busy Scots work refreshed
Glasgow – ship builder to the British Commonwealth, manufacturer of hundreds of articles sold 'round the world. Bustling, busy city. But not too busy to enjoy *the pause that refreshes* with ice-cold Coca-Cola. In Glasgow, as in every industrial center, they know you work better when you work refreshed.
Coca-Cola
DRINK
Coca-Cola
ICE COLD

Joseph W. Kaufman, a veteran of 25 years' experience as route salesman and now general manager of the Princeton Bottling Works. With him are his son William, sixteen years of age, and daughter Nancy, ten years old.

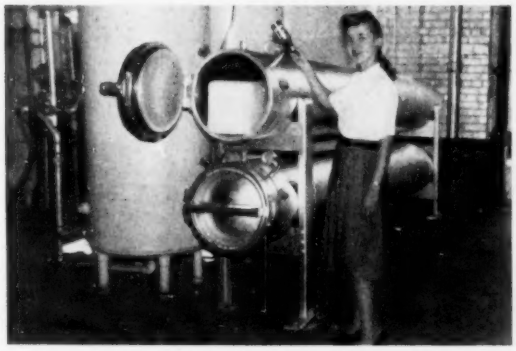
owner of the plant, has been taking things a bit easier. It is now his custom to leave Princeton in November for his winter home in Florida where he and Mrs. Benson reside until late spring each year. Joe, in addition to his route work, has earned through long and loyal service the position of general manager. In the absence of Mr. Benson the management of the business comes under Joe's direct control. He is familiar with the various phases—bottling, supervision, route work and the financial records.

While Joe is proficient in his many duties, he still classifies the servicing of his customers as his first love and in his heart it is the work he prefers. Way back in 1924 the plant had approximately 100 outlets to service and they were all Joe's accounts. Today with eight company and distributor trucks servicing the area it is quite a different story, but Joe now has over 200 outlets and the added load of being general manager.

Twenty-five years ago the route Joe serviced produced an average of 15 cases per day the year around. Through his diligent efforts and the growth of the business in general, the average has jumped to better than 120 cases per day. Over the years the Princeton Bottling Works has outgrown their plant three times and find today that they are bulging at the seams in their present modern structure. Joe and his Boss, Mr. Benson, have steered their business ship year after year into larger and larger ports of markets, sales and promotion.

In speaking of his philosophy of salesmanship, Mr. Kaufman had this to say, "Treat the other fellow as you like to be treated and you will build a successful route. During the war years a few customers took advantage of me, but not many. In the 25 years I have run a route I have found that people are really good."

"When you want a job done give it to a busy man," certainly applies in Joe's case, for in spite of the multitude of duties at the plant, Mr. Kaufman serves on the Princeton School Board, is chairman of the Boy Scouts Troop Committee and is a member of the Rod and Reel Club.



Full Opening Dry Ice Converter installation at the 7-Up Bottling Co., St. Joseph, Mo.

CUT CO_2 GAS COSTS TO 50%

WITH FULL OPENING DRY ICE CONVERTERS

Pay for Themselves in 12 to 18 Months

BECAUSE: Dry Ice is one-half cost of cylinder gas. Uses full-size 50-pound cakes. Eliminate ice breaking and handling. Available in 300, 600, 750 and 1000-pound dry ice capacities—so ice may be bought in cost-saving quantity. And you always know the exact weight you are buying. Will handle liquid supply — no compressors, steam coils or other gadgets requiring power or maintenance. Made of 1" seamless steel to A.S.M.E. specifications. Will withstand most extreme pressures encountered in operating conditions.

WHAT OUR CUSTOMERS SAY . . .

. . . Since purchasing our Dry Ice Converters from you last summer we have been able to cut our cost on Carbonic Gas 50%.

L. S. Uzzo
Eunice 7-Up Bottling Co.

. . . But the main reason we are so pleased with our converters is the fact that for the year 1949 they saved us over $5,000.00 on our gas expense which more than paid for the converters the first year in use. Our actual saving on gas by using dry ice as compared to cylinder gas was 44 1/3%. . . .

Coca-Cola Bottling Co.
Greenville, S. C.
Waddy M. Anderson, Jr.
Manager

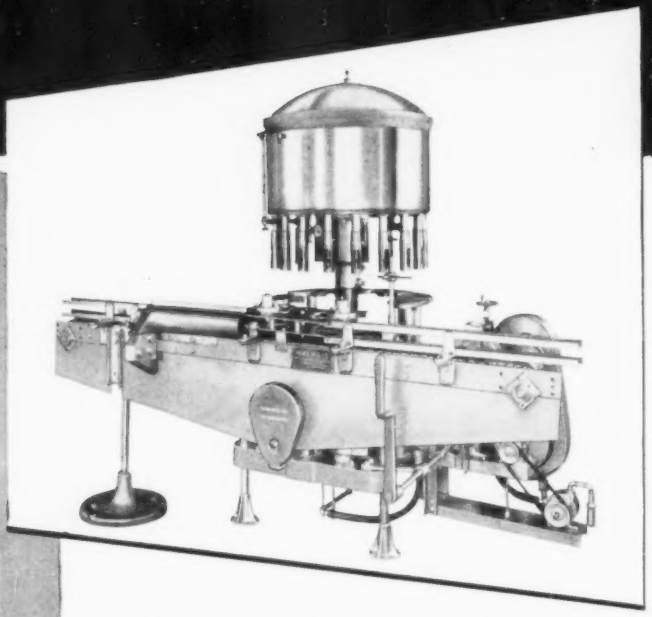
For More Information Write—

DRY ICE CONVERTER CORP.

320 So. Detroit, Tulsa 3, Okla.

DRY ICE CONVERTER CORP. TULSA, OKLAHOMA

More versatile than ever!



The Horix Model HBV Fully-Automatic Rotary Filler—redesigned to permit even greater flexibility of valve arrangement . . . to meet a wider variety of filling requirements

Other Horix Fillers: There is a Horix Filler to meet the production requirements of any packager of non-carbonated liquids—whether filling a few containers an hour or hundreds per minute. Horix Fillers can be built to handle glass or tin containers of any finish, from those with 3/8" diameter opening to #10 cans.

Now this machine can be fitted with 9 to 30 valves. A Horix Model HBV can be built for you to handle any size or shape container from one ounce to one gallon. Filling speeds, depending on nature of product, can range from 17 gallons a minute using 9 valves to more than 200 pints a minute using 30 valves.

All contact parts are stainless steel. Horix screw type infeed prevents jamming of containers at the infeed. Valves will not operate without a container in place. Fills are accurate to any predetermined height, without overflow or aeration of product. Choke neck or cracked bottles will not fill. Simplicity of construction and ease of operation reduce maintenance and eliminate need for a skilled operator.

Learn today how Horix versatility can reduce your filling cost. One of our representatives will be glad to give you details.

HORIX MANUFACTURING COMPANY

PITTSBURGH 4, PENNA. · U.S.A.

ATLAS
The True Fruit
EXTRACTS

THE ATLAS LABEL PROTECTS YOU

H. KOHNSTAMM & CO. INC.
TRADE MARK
H K
ESTABLISHED 1851
SCIENCE · UNIFORMITY · PURITY

The SECRET of

Soft Drink Success

A pure, delicious, healthy "habit forming" fruit flavor . . . that's the all-important ingredient for a fast-selling bottled drink.

And that's what bottlers and extract makers are getting today in Atlas True Fruit Extracts.

These pure, "pick-of-the-crop", highly concentrated essences of the natural fruit . . . developed by H. Kohnstamm's famous flavor experts . . . establish lasting profitable friendships wherever they go.

Get your share . . . and more . . . of the soft drink business this season with Atlas True Fruit Extracts. A trial order will convince you. Write, wire or phone *today* . . .

APRICOT · BLACKBERRY · CHERRY
WILD CHERRY · RASPBERRY · PEACH
PINEAPPLE · GRAPE · STRAWBERRY

1851 100th ANNIVERSARY 1951

FIRST PRODUCERS OF CERTIFIED COLORS

KOHNSTAMM & COMPANY Inc.

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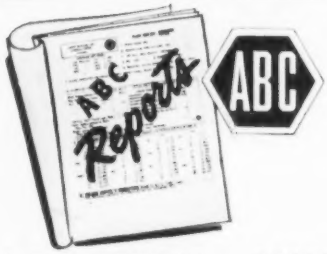
Advertisers—How does your selection of Business Papers as advertising media score on this test?

QUESTIONS	YES OR NO	COMMENTS
Does your selection of media start on a basis of facts; namely, has the circulation been audited by an accepted authority in accordance with standards approved by leading advertisers and agencies?		The Audit Bureau of Circulations, an association of 3300 advertisers, agencies and publishers, provides standards and methods for auditing the circulations of published media. All publications that can meet A.B.C. standards are eligible for membership.
Paid subscriptions as indication of reader interest. Do you take this factor into consideration in evaluating the circulations of business papers?		A.B.C. Audit Reports give the average circulation, both paid and unpaid, for the period covered by the report.
Does your consideration include an audited breakdown of the subscribers by occupation and kind of business?		A.B.C. business paper reports show the vocational identity of subscribers and tell how much of the circulation goes to the specialized markets in which you are interested.
Do you compare the geographic distribution of the circulation with your sales activities and market potentialities?		For business papers in the U. S., A. B. C. reports give a breakdown of subscribers by states—for Canadian papers by Provinces—thus making it possible to compare coverage with analyses of sales and with distribution of other publications.
In evaluating media, do you take into consideration the channels through which the circulation is obtained?		A.B.C. reports show how many subscriptions were received by mail direct from subscribers, how many from catalog agencies, publisher's own and other field-selling organizations.
Do you check to find out how much, if any, of the circulation is sold at special reduced prices; or in connection with premiums?		When special reduced prices or premiums are used in obtaining subscriptions, A. B. C. reports show what these prices and premiums are and the number of subscriptions thus obtained.
In selecting business papers, do you check to see what percentage of the subscribers express continued interest in the publications by renewing their subscriptions?		A.B.C. reports for business papers give the percentage of renewals based on the number of expirations during a 12-month period and the renewals received within 6 months after expiration.
Do you study a paper's circulation growth over a period of years as an indication of publishing stability and progress?		A.B.C. reports show quarterly averages of the net paid circulation for the period covered by the report and for 3 years previously.

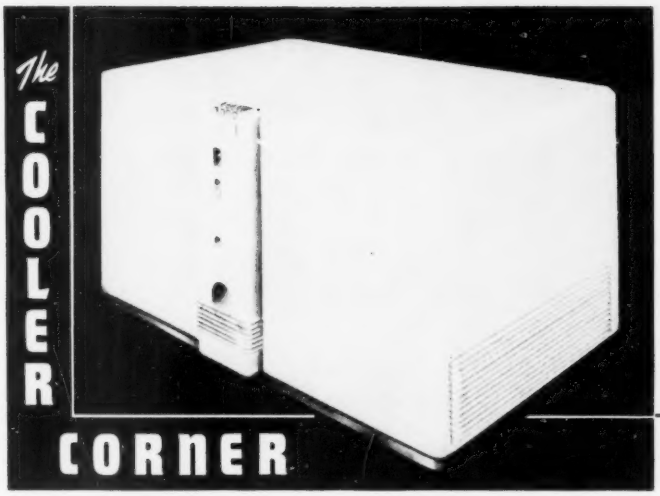


When you buy advertising space with the help of the factual information in A. B. C. reports you make sure of maximum value for your advertising dollars. This business paper is a member of the Audit Bureau of Circulations. Ask for a copy of our A. B. C. report and then study it.

National Bottlers' Gazette

80 Broad St., New York 4, N. Y.

A.B.C. REPORTS — FACTS AS THE BASIC MEASURE OF ADVERTISING VALUE



VENDOR AND COOLER NEWS

PLACEMENT • MERCHANDISING
FINANCING • MARKETS • COSTS
NEW MODELS • SERVICING

Supervend Is Sold

All franchise rights to the 3-flavor 600-cup SuperVend machine, including manufacture, sale and distribution, previously held by the SuperVend Corp. of Dallas, Tex., have been acquired by a new Chicago firm known as the SuperVend Sales Corp., headed by Mike Hammergren, former vice president and sales director of the Rudolph Wurlitzer Co. Jack J. Booth, inventor of the selective unit, remains as consulting engineer with the new concern, which also retained the entire SuperVend Corp. staff of engineers and servicemen. (Organized in 1947, the SuperVend Corp. was managed by Orville Miller, who died in an accident in December, 1948. For the past year, the company has been run by his father, Judge M. M. Miller, who told the "Cooler Corner" that he will now devote his full time to oil and cattle interests.) Over 1,000 SuperVends are currently on location around the country, and a considerable number of these are operated by bottlers. Current plans of the SuperVend Sales Corp. call for the cup machines to be marketed through a coast-to-coast distributor coverage, with a new "run" of vendors being built in Dallas by the Texas engineering and manufacturing company ("TEMCO").

* * *

Vendorlator "Dual"

Vendorlator Mfg. Co. (Fresno, Cal.) has come up with a "Dual" version of its Model 27, a small coin cooler utilized in moderate traffic sites. Unit is actually a single-flavor machine, with the "Dual" designation used to indicate twin vending and pre-cool capacities. The new vendor features a double refrigeration system, and added storage space permits the upping of drinks in the pre-cool from 10 to 27 bottles, while 27 are ready for vending. Vendorlator equipment is currently being used by Coca-Cola, Pepsi-Cola, and Seven-Up bottlers.

* * *

Sirup Sales Up: Competition Keen

A marked trend towards production of multi-drink models in the large-capacity cup vendors has caused major parent companies (except 7-Up, which restricts its sales to bottled product) to step up their activities in channeling sirup sales through automatic merchandisers. While selective equipment has opened a wider market for a variety of thirst-quenchers, it has also intensified brand competition. Of the franchise drinks now being marketed for cup vending, quoted quantity prices range anywhere from $1.23 per gallon up, and, varying with requisite sirup throws, produce from 115 to 140 six-oz. drinks. Because parent company fountain sirup sales figures are "top secret", sales volume of individual brands via the bulk vendors is difficult to determine. While percentage figures cited by some concerns are based on a variety of base indices, all indicate 1949 sales gains. Trade sources currently credit Hires with moving 12% of its fountain sirup volume through cup vendors, while the bulk machines similarly account for about 10% of Canada Dry's finished sirup sales.

* * *

New Atlas Coin Coolers

The Atlas Metal Works (Dallas, Tex.), which is currently field testing two and three-flavor fully-automatic bottle vendors, also has plans to conduct similar

PREDICTION:

Why we believe 1950 will be biggest year for NEHI!

MAKERS OF ROYAL CROWN COLA, PAR-T-PAK AND NEHI BEVERAGES

BECAUSE — 1949 was the most successful sales year in Nehi history!

BECAUSE — Distribution has been expanded. Our bottlers have improved their facilities with the newest and most modern equipment.

BECAUSE — The demand for Nehi products is growing bigger every day—the result of tested sales and merchandising plans.

BECAUSE — New thousands are discovering R C, Par-T-Pak, and Nehi. People realize Nehi products taste better and give YOU more for your money.

NEHI CORPORATION,
COLUMBUS, GA.

trials of a single-drink coin cooler it has developed. Present plans call for each of the three different models to be housed in a standard cabinet, measuring 66½ in. high, 29⅝ in. wide, and 23 in. deep. The single-flavor vendor has an 80-bottle dispensing capacity, as does the dual drink Atlas, and both units precool an additional 44. The triple version holds 33 bottles of each flavor ready for vending, while its storage space is about 4 cases. The vending mechanism of a "standard" model is designed to hold any sized bottle from 7-Up to the Circle A ten-ouncer, while special changes are made in the units to dispense such drinks as the 6-oz. Grapette, 12-oz. Pepsi-Cola, etc. Improvements and modifications are being incorporated in current pilot models going through the Atlas plant, with production planned for April.

* * *

Lone Star To Build Vendors

Newest entrant into the bottle coin cooler manufacturing field is the Lone Star Vender Corp., recently organized in Dallas, Tex. With production expected to get under way shortly, the Lone Star machines are based on a new vendor developed by F. N. James, and include 3 units which will be built in both manually-operated and fully-automatic models. A single-drinker vends 58 bottles and holds 30 more in pre-cool; while the two-flavor version has this same vending capacity for each drink for a 116 bottle total, pre-cooling 50 more. The triple-drinker holds 58 bottles of the most popular brand, and 38 and 36 bottles of two more flavors, for an overall 5½ case vending total, with 50 additional drinks pre-cooled.

* * *

Artkraft Adds Cooler

Designed for use in sites where space is at a premium, the Artkraft Mfg. Corp. (Lima, O.) has added a compact new Model 27 to its line of standard coolers. Designated as the "Space Saver", this unit occupies 27 square inches of floor space and stands 3 feet high. With a 3 case capacity (6 cases double layer), the drinkbox features a stainless steel lift-lid and can be operated wet or dry.

COMPACT COOLER

Meeting the need for soft drink service in a compact area, this Artkraft (Lima, O.) "Space Saver" model stocks 3 cases of varied beverages.

OUTDOOR COIN COOLER.

Down in sunny Biloxi, Miss., this selective Ideal vendor creates a billboard bringing the brand name to consumers and offers thirsty passers-by a choice of Barq's flavors.

ABC Drink Drive

A stock prospectus, issued by the ABC Vending Corp. (New York), operating vendors and manual outlets in some 2,000 locations in 28 states and Washington, D. C., sheds interesting light on that firm's soft drink automatic merchandising activities. Though ABC had only 12 cup machines on location in 1946, its current placement drive will top the 1,000 mark. ABC is using 4-flavor Square (Chicago) vendors, built by the Rosenbaum interests, who, in turn, control 50% of the Allied Beverage Co. and 25% of the Apex Beverage Co., both ABC subsidiaries. Allied, which got under way in Dec., 1947, makes its headquarters in Philadelphia, and has cup vendors in Pa. and Va. movie houses, grossing $1,040,110 for the 1-year period ending Sept. 30, 1949. Allied currently has 475 machines in service, and has ordered an additional 100. Apex, centering in New York City, was set up last June and already has 130 Square vendors in action and 190 more on order, with 75 going into the BMT line of the N. Y. subway. Its other equipment is spotted in the Hudson & Manhattan R.R., Gimbel's department store, Schenectady General Electric plant, the upstate movie houses, etc. Sales figures, available for an inaugural 4-month period, showed a $76,478 Apex gross. Some idea of the capital involved in this type of vending venture can be gathered from Allied's net worth, carried at $271,392; while Apex represents a projected outlay of $400,000. ABC is also listed as sole owner of 103 more cup machines, spotted in cinemas, industrial locales, and transportation systems. The firm's prospectus makes the observation: "The further expansion of automatic vending of soft drinks is considered to afford an excellent prospect for future development." Selling a variety of merchandise, the bulk of ABC's

how many make a "Googal"?

A "Googal," as we discovered recently, is a coined mathematical term used to denote the largest known number. It would look something like this . . .

10,000,000,000,000,000,000,000,000,000,000,000,000,000,000,000,000,000
000,000,000,000,000,000,000,000,000,000,000,000,000,000,000,000,000,000

Of course, we're not selling "Googals." We're just using it to give you an idea of how many bacteria Diversol has destroyed in the twenty-five years it has been in the market! And, quite naturally, there are good reasons . . . 4 especially . . . for the outstanding performance of Diversol:

1. Diversol penetrates thoroughly . . . *really destroys bacteria!*
2. Diversol is completely soluble . . . dissolves in hot or cold water!
3. Diversol is stable . . . maintains full strength indefinitely!
4. Diversol is non-corrosive . . . does not damage metal surfaces!

So, be sure to be safe . . .

use DIVERSOL

THE ONLY COMPLETE BACTERICIDE-DISINFECTANT

PROTECTING QUALITY DIVERSEY SANITATION CHEMICALS AND SERVICES ASSURING PURITY

Packed in 125 lb. drums and 325 lb. barrels.

Call your Diversey D-Man today! Let him show you how you PROFIT with Diversey Planned Sanitation and the Enoz System of Modern Insect Control!

THE DIVERSEY CORPORATION, CHICAGO

In Canada: The Diversey Corporation (Canada) Ltd., 100 Adelaide Street West, Toronto

overall, 1948 sales of $28,203,110 came from candy, popcorn, and soft drinks. Expansion of its beverage activity can, in part, be attributed to the fact that ABC popcorn outlets, primarily in theatres, have jumped by 900 over the past 3 years, and this thirst-producing product zoomed from 4.2% of ABC's sales in 1946 to 21% in 1948.

* * *

Motorized Cooler

Adding the "Good Humor" touch to soft drink retailing, bottled beverages are now being sold in some parts of the country from motorized runabouts. In Decatur, Ala., one such unit has a 6-case ice cooler mounted on a special rack, and saw initial use during the cotton picking season, when the owner went out into the fields and carried Coca-Cola to pickers at work, hitting sales of as high as 18 cases a day. Subsequently, the motorized drinkbox has operated along a route that includes stops at schools during recess and lunch periods, as well as visits to construction jobs, special outdoor events, etc.

* * *

Prefers School Sites

Here's the way John McGuire of the Whistle Vess Bottling Co., Coffeyville, Kans., sums up the firm's experience with a planned coin cooler program. "About a year ago, we began to solicit outlets for vending machines, since we felt this was a sure way of increasing our sales. The results of this campaign are starting to pay off, as we have been able to secure some very good locations." With the plant using selective machines to dispense Whistle Orange, Vess Cola, and Vess flavors, its vending equipment includes both the Model 120 built by General American Precooling (West Los Angeles), and Ideal Dispenser Co. (Bloomington, Ill.) Bantam and Model 300B's. Citing factory and school sites as volume coin cooler locales, Whistle Vess Bottling gives top rating to the educational sites, pointing out that, in its territory, "sales do not fall off as much in winter as they do in industrial locations." Where schools do not have a summer session, Mr. McGuire notes: "We plan on moving these machines to some industrial spot." While coin coolers are rented to such locations, Whistle Vess Bottling prefers to sell equipment outright to gas station outlets, and is currently aiming a special vendor sales drive at these stops. Looking forward to an expanded automatic merchandising program that will continue to boost plant volume, Mr. McGuire adds: "we hope to place as many machines this year as we did in 1949."

MATCHING RACK

Adding a neatness note to vending outlets, special case racks which match the coin coolers are provided by 7-Up bottlers for "empty" storage. Site is a St. Louis industrial plant, where a 4-case Highway Steel (Chicago Heights, Ill.) machine pulls plenty of nickels.

Lion Now Lyon

With headquarters in New York City, Lyon Industries, Inc. has been organized by Stuart G. Lyon and the Worthington Pump & Machinery Corp. (Harrison, N. J.) to distribute soft drink vendors. This new enterprise has acquired all rights to beverage vending machines formerly held by Lymo Industries and the Lion Mfg. Corp., both of Chicago. Subsequently, contracts were concluded calling for Worthington Pump to manufacture the equipment, with Lyon Industries handling distribution. Initial unit to be marketed by the new concern in both 1 and 2-flavor models is the 1400-cup Lion vendor, now renamed the "Lyon", which has been used by a number of bottlers. Worthington Pump will also continue to produce the 500-cup Stewart machine, distributed by the Stewart Products Corp. (Greenwich, Conn.).

* * *

Penny Per Bottle Vended

Though the commission system is not utilized to any great degree in the placement of coin coolers, one Midwestern bottler currently applies this payment plan to a batch of vendors he has spotted in industrial sites. With driver salesmen stocking the machines and making cashbox collections, this set-up is virtually a retailing operation, and the bottler pays the location a 1 cent commission on each drink vended. From the plant's profit viewpoint, of each $1.20 taken in by the coin cooler for a case of 24 drinks, the site earns 24 cents in commission, while the bottler retains the balance of 96 cents. Of this amount, 80 cents is debited for product cost, while the remaining 16 cents goes towards paying vendor amortization, etc. However, machines installed by this bottler in other types of locations, such as gas stations, retail outlets, etc., are placed under a standard 10 cents per case rental pattern prevalent in the territory, with the stop servicing the vendor.

WINTER SALES?

YES

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Lemon-Lime Soda

SUMMER SALES? of course

The year around seller

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From every angle, the DUNCO box is superior. Easy to handle, because it's lightweight . . . your assurance of many profitable round trips because it's durable . . . weather resistant and constructed for rough handling, because it's sturdy. No wonder DUNCO Bottlers' Boxes have been favorites of the industry for over half a century! Write today, giving your requirements and specifications.

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AMERICA'S FINEST BEVERAGE COOLERS

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De Lisser's TOP QUALITY EXTRACTS AND FLAVORS

Are a must for soft drink sales. Order a trial gallon and learn why flavor, tang, and quality has been De Lisser's symbol for over 80 years.

GINGER ALE—Pale Dry & Golden • 2 oz. and 4 oz. — No. 1828 • 2 oz. only.
CREAM—1 oz. • LEMON—½ oz. & 1 oz.

Full Line of Soda Water Flavors.
Write for Samples and Prices.

De Lisser Extract Co. Inc.
521 W. 26th St., New York 1, N.Y.

FLAVOR PIONEERS SINCE 1869

"THE GINGER HOUSE"

COOLER AIDS SAMPLING DRIVE

Cold samples from a Kelvinator (Detroit) cooler helped the Nehi Beverage Co., of Salisbury, N. C., sell almost 1,000 cartons of Royal Crown Cola in one supermarket during a recent sampling drive. That's really racking 'em up!

Chicago Transit Contract

Following competitive bidding, a 5-year contract was recently awarded to Mechanical Merchants, Inc. by the Chicago Transit Authority to operate cup vendors in the Windy City transit system. This firm, which has had some 20 Lyon (N. Y.) units in Loop subway stations since last summer, plans to double its placements by at least 100%. The pact calls for a commission rate of 27.6% of gross receipts, as against the top 30% now prevalent in the New York City underground. A unique provision of the Chicago contract calls for a minimum guarantee of 15 cents per 1,000 passengers, and E. M. Guy, CTA Commercial Engineer, told the "Cooler Corner" that: "This minimum guarantee is based on the volume of revenue passengers for the *entire* rapid transit system." Trade sources estimate that the drink vendor concession will net CTA over $40,000 in 1950.

* * *

Rival Single-Brand Units in Same Sites

What's the effect on sales volume where two competitive one-brand vending machines are installed in the same site? Up in Duluth, Minn., the Seven-Up Bottling Co. has some 40-odd single flavor Highway Steel (Chicago Heights, Ill.) coin coolers in operation. While a few machines have been sold outright to outlets, the vast majority are rented on a 15 cents per case vended basis. Over half of the single-flavor units went into spots which already housed "exclusive" cola vendors, and both coin coolers in such locations are directly competitive for the consumer's nickels. O. E. McEnroe, sales manager for Seven-Up Bottling reports that after its machines have been installed, the *total* beverage consumption in such outlets was increased anywhere from 30% to 50%. Of this total volume, he observes: "Seven-Up is definitely getting its share of these sales, and, in some locations, more." He credits this nickel-nabbing to the merits of the drink, plus the fact that patrons at these stops "welcomed a change" after a steady diet of cola for several years. Commenting on Seven-Up Bottling's experience with the varied type of locale in the Duluth territory, Mr. Mc Enroe told the "Cooler Corner": "Industrial outlets have given us some heavy sales, but we have also hit some hot locations in clubs, billiard parlors, and warehouses."

* * *

Cinema Tallies 46% On Soft Drinks

Pointing up the profit angle of snack sales in theatres, a recent issue of the *Motion Picture Herald* carried an analysis of the 1948 refreshment earnings of an unnamed "typical" 575-seat house, located in a Midwestern town with a 3,100 population. Averaging a weekly turnover of 6.43 patrons per seat, the house pulled 3,703 ticket buyers to its box office each week, enabling its concession stand to gross a total of $294.55 in candy, soft drink, and popcorn sales for a profit of $144.62. On an anual basis, sales for 1948 were $14,-294.31, with the theatre earning $7,047.95. Soft drink sales began at mid-year, and the 6 month total hit $1,024.10, yielding a profit of $472.11 or a 46% net, compared to 26% on candy and 59% on popcorn. No data was provided as to how drinks were sold or the brands featured, but beverages apparently carried a 10 cent price. Approximately 1 in every 10 moviegoers purchased a thirst-quencher.

* * *

In The Vending Chute

Spotting a Mills Industries (Chicago) Model 65 vendor next to a rival 1-brand machine, the Dyersburg, Tenn. Dr. Pepper bottler claims to be outselling his competitor's cola 2 to 1. . . . A 3-flavor 600-cup SuperVend (Chicago) on location in the General Electric factory in Burlington, Vt. has been averaging 5,500 drinks per week. . . . Tru-Ade Bottling Co. of Atlantic City, N. J. is using Vendmaster (Little Rock) 2-flavor coin coolers to step up sales of Tru-Ade Orange and Grape. . . . Spiking rumors of its sale to competitive interests, majority stock control of Spacarb, Inc. (N. Y.), oldest of the cup machine manufacturers, has been acquired by a syndicate headed by I. H. Houston, president of the firm. . . . Ideal Dispenser Co. (Bloomington, Ill.) has licensed Ideal Vendor Co. of Montreal to build its selective Model 300B coin cooler for Canadian bottlers. . . . Orange-Crush is aiming a sales drive at cup machine outlets. . . . 7-Up Bottling Co. of Kansas City has installed five large-capacity single-flavor vendors at the nearby Naval Air Station in Olathe. . . . Tag line of a current Coca-Cola newspaper ad, carrying an illustration of a Jacobs (Detroit) Model 35 coin cooler in a gas station, is "Host of the Highways." . . .

THE
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REED GLASS
and Reed Applied
Color Lettering

WIN MORE ATTENTION, PRODUCE MORE SALES FOR YOUR BEVERAGE!

The EXTRA STAMINA of Reed Glass keeps your bottles rolling, trip after trip, cutting replacement costs!

With Reed's A-C-L process, your label is fused right into the glass itself, where the colors and letters remain bright and clear . . . through endless soaking, washing, sterilizing and handling.

Write today for information on our standard or special molds to meet *your* requirements.

REED

REED GLASS CO., INC., ROCHESTER 11, N. Y.

Sees Market for Carbonated Fruit Juices

Dr. W. V. Cruess, of the University of California, said recently that fruit juices such as pineapple, loganberry, plum, and pomegranate, now largely marketed in non-carbonated form, could be carbonated and sold in either can or glass.

N. Y.-N. J. Service Club Hosts Trade Leaders

The Bottlers Service Club of New York and New Jersey played host to top officials of three bottlers' organizations and other prominent trade figures at its annual installation of officers, Feb. 2, in N. Y. C.

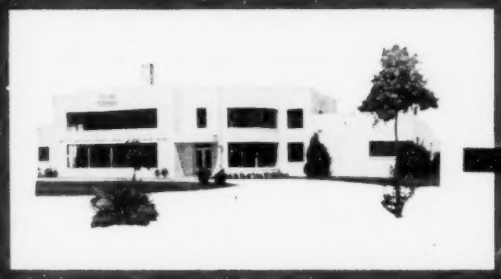
Among the honored guests present to witness the installation ceremonies were Thomas F. Mansfield, chairman of the board, New Jersey Bottlers of Carbonated Beverages; James R. Van Schoonhoven, executive secretary, New York Bottlers of Carbonated Beverages, and David Rascoff, president, N. Y. Soft Drink Board of Trade.

Other prominent visitors were Ed. W. Mehren, president of the Squirt Co., and Zaid M. Jaleel, bottler from Trinidad, B. W. I.

Induction ceremonies and other arrangements were handled by Al C. Schwartz, ex-president of the National Bottlers' Service Club.

THAT'S THE LIFE!

Enjoying a sun tan in Las Vegas, scene of a recent regional Pepsi-Cola bottlers' convention, are Alfred B. Hoppe, vice-president and sales manager of the Pepsi-Cola Co., and Mrs. Hoppe.



BOTTLER BRIEFS

ARIZONA

Plant of the Blade Beverage Co., Tucson, reportedly was gutted by fire recently. Plans are being made for rebuilding. . . . James R. Fitzpatrick has been named manager of the Tucson branch of the White Rock Bottling Co. of Arizona, Inc. Mr. Fitzpatrick previously was associated with the Royal Crown Cola operation in Kansas City. . . . Apex Bottling Co., Phoenix, is now bottling Hires.

ARKANSAS

Incorporation papers have been filed for the Grapette Bottling Co., Inc. of Jonesville. Incorporators are A. B. Stamps, Hattie C. Stamps, Robin C. Stamps, and Almarie Stamps Carr.

CALIFORNIA

Herschel R. Cobb, son of baseball's immortal "Ty," recently purchased the Coca-Cola Bottling Co., Santa Maria, from Roy A. Clark. Mr. Cobb also owns the Coca-Cola Bottling Company at Bend, Oregon. . . . Nehi Products Co., Fresno, is installing a new syrup room. Felix Holcomb is owner-manager of the firm. . . . Seven-Up Bottling Co., Fresno, has added a 28-spout Cem filler and an Evans water heater as part of a project for plant improvement.

Fiesta Beverage Co., Oakland, has incorporated with a capital stock of $200,000. Associates are Preston McKinney, Jr. and Dan L. Garrett, Jr. . . . Nehi Distributing Co., Ukiah, headed by Harold M. and Ida R. Middleton has engaged in the distribution of carbonated beverages. . . . A. Maffei & Co., Stockton, has installed a Western water treating system in accordance with plans to step up production. The firm has been bottling Kist for some time and was recently granted a Belfast franchise.

Coca-Cola Bottling Co., Modesto, in conjunction with recent plant improvements and additions, has installed a Western water softener. . . . Ownership of the Pepsi-Cola Bottling Co., Santa Ana, has been transferred from Mr. & Mrs. W. O. Patterson to their son, Larry. The younger Patterson has been associated with the firm for twenty years.

Coca-Cola Bottling Co., San Mateo, shortly will vacate its present quarters and begin operations in its new Burlingame plant. The new 10,000 square foot building represents an investment of $75,000. Paul Bacon, corporation president, estimates that the installation of machinery and equipment will be at least double this figure. . . . Nesbitt Bottling Co., Stockton, formerly owned by Art Kallgren and George

IN NEW HOME

Moving from its crowded, close-to-midtown location, Dr. Pepper Bottling Co., Lynchburg, Va., now occupies a sparkling white building at 2204 Bedford Avenue—an outlying thoroughfare with excellent facilities to all parts of the area served. Plant features include a locked yard, interior garage space adequate for the present fleet, and a spacious sales meeting room. Robert Q. Davis is manager of the plant.

Union Caramel Color

● You can depend on Union Caramel Color to meet your most exacting requirements.

Union Acid Proof Caramel Color No. 125 is specifically created for acidulated and non-acidulated carbonated beverages. Based upon years of practical experience and strict laboratory control, it is manufactured to rigid specifications assuring a permanent brilliance in all types of beverages.

You can be sure when you standardize on Union Caramel Color No. 125. Free-flowing, it is easy to remove from containers, easy to measure, disperses quickly and permanently—all important in reducing production costs. Possessing high tinctorial power and color uniformity, Union Caramel Color will give your products lasting, eye-appealing brilliance to win increased sales.

Our Technical Staff is ready to help you solve your color problems and is prepared to discuss specific applications.

For further information on Union Caramel Color write us today. Requests for samples and prices will receive our immediate attention.

UNION SALES CORPORATION
DISTRIBUTOR FOR
UNION STARCH & REFINING CO.
ESTABLISHED 1902 INCORPORATED 1912
COLUMBUS, IND.

Lee, has been sold to Fred McAnally, Harry C. Sage, and Earl Camp.

COLORADO

New $750,000 plant of Denver Coca-Cola Bottling Company recently began operations. Features of the 65,000 square foot plant include four loading docks that will each handle 11,000 filled cases daily; a production capacity of 300 Cokes a minute, and a complete repair shop for its fleet of 45 trucks. . . . H. T. Hammond is the newly appointed manager of the Denver plant of the Charles E. Hires Co. He replaces P. M. Stebbins.

FLORIDA

W. T. Harrell has been named as the new manager of the Grapette Bottling Co., Jacksonville. He was formerly the plant's production manager.

ILLINOIS

Coca-Cola Bottling Co. of Elizabethtown recently began operations. Having a capacity of 950 cases daily, the plant is owned by Henry W. Dorris and his son Robert. . . . Plant of the F. & B Bottling Co., Decatur, is being redecorated. . . . Two distributing plants of the Du Quoin Coca-Cola Bottling Co., at Sparta and West Frankfort, have reportedly discontinued operations due to economic conditions.

Coca-Cola Bottling Co., Decatur, has been purchased by D. M. Woodson of Roanoke, Va. . . . Kathryn Ellis is president of the recently opened Whistle Bottling Co., Peru. Other officers are Irene Hoerner, vice-president; Howard Link, treasurer; Lester Link, secretary; Frank Klein, general manager, and Barney Haye, sales manager.

IOWA

Seven-Up Bottling Co., Davenport, has constructed a 9,000 square foot addition to the rear of the plant building. Project's approximate cost was $30,000. . . . James Seblin and Tom Behan are the new owners of the Nesbitt Bottling Co., McGregor. Seller in the transaction was John Cvrk.

Mahaska Bottling Works, Oskaloosa, has more than tripled the output of its plant by installing new machinery and equipment. . . . A frame warehouse at McGregor and eight acres of land for future expansion were recently acquired by the Seven-Up Bottling Co. of Waterloo. Cliff Pilkington has been placed in charge of the McGregor operation. Company has also announced that Jim Ishman and Bud Fowler have been placed in charge of warehouses at Oelwein and Manchester.

KANSAS

R. J. Langston has sold his interest in the Grapette Bottling Co., Pittsburg, to C. A. Blair of Joplin, Mo.

Vendmaster operation is as simple as that!

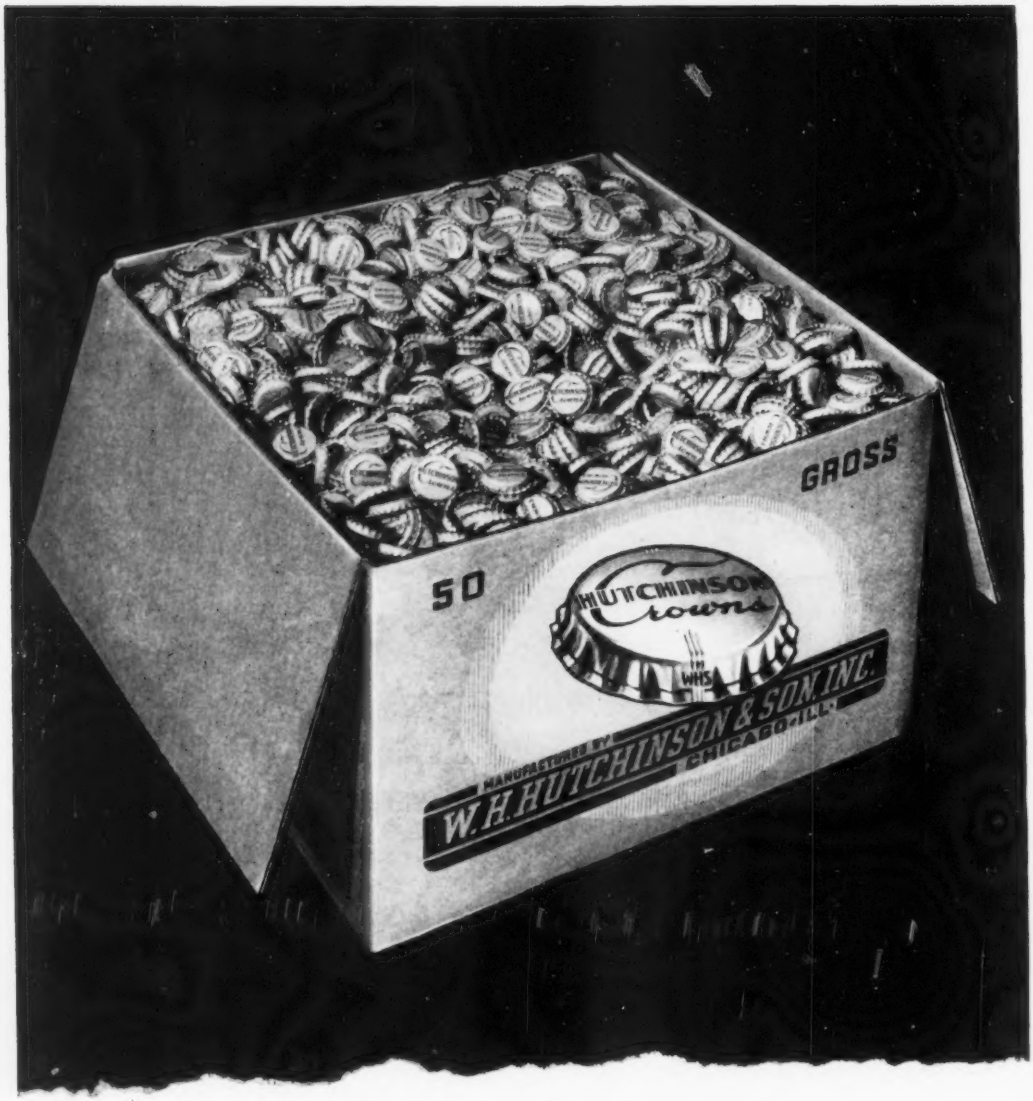
Bottles flow by gravity into the delivery mechanism, where a quarter-turn of the turnstile gate positively releases the purchase. That's all there is to the Vendmaster operation. It's utterly simple!

VENDMASTER

Write for information and prices

MASTER CORP.

Rector Bldg., Little Rock, Ark.



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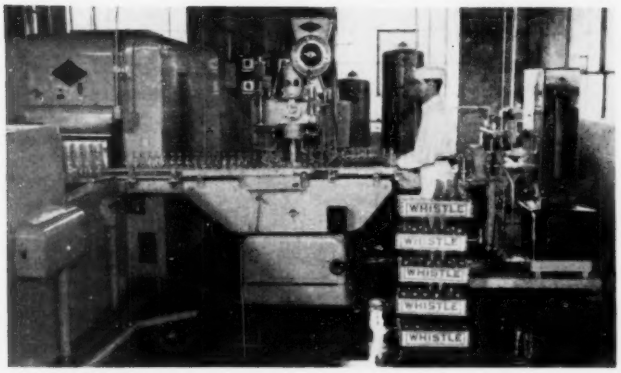


NEWLY-EQUIPPED

New Liquid Carbonic equipment recently installed in the bottling room of the Whistle-Vess Bottling Co., Sheldon, Ia., consists of a 5-wide washer, carbonator and cooler, and a 12-spout filler. Wallace C. Henry is owner-operator of the plant.

MAINE

Springvale Bottling Co., Springvale, has added Frostie Root Beer to its line. Chris Koutroulis heads the firm.

MASSACHUSETTS

Seven-Up Bottling Co. of Worcester, Inc., has been acquired by a new corporation headed by John P. Swank, president-treasurer and general manager of the organization. Seller in the transaction was Henry A. Cushman.

MICHIGAN

Hugh L. Cruger and Leslie Stabenow recently purchased the Seven-Up Bottling Co. of Port Huron from Howard M. and Roy E. Sprague. . . . Fargo Detroit Ice Co., Detroit Lakes, is now bottling Hires Root Beer.

MINNESOTA

Drewry & Sons, oldest soft drink bottler in the St. Paul area, has been sold by Ruff Bros. to H. C. Berg, F. W. Reichert, Jr. and R. E. Ryan. Included in the transaction was the Squirt franchise for the area and the Drewry plant. . . . L. R. Blade is the new foreman of the Langdon Bottling Co., Bemidji.

MISSISSIPPI

A group comprised of Sidney Abdalla, Alfred Abdalla, and George Shamis has purchased the Grapette Bottling Co., Columbus, from Ed King. Mr. King is retiring because of ill health.

MISSOURI

The Dr. Pepper Seven-Up Bottling Co., Jefferson City, has recently installed a No. 101 Ladewig Washer. The 101 is Ladewig's newest model.

NEBRASKA

J. C. Bogard recently assumed his post as manager of the Coca-Cola Bottling Co. at Norfolk, of which he is part owner. . . . Seven Up Bottling Co., Omaha, recently installed a second complete Meyer unit, consisting of a bottle washer and a filler and crowner with Syn-Cro-Mix combination. . . . Canada Dry Bottling Co., Omaha, has been sold by co-owners Harry Knudsen and Henry Bosen to Paul Federspiel.

NEW JERSEY

Mystic Bottling Co., Paterson, has been granted a Squirt franchise. . . . Pepsi-Cola Company will erect a 35,000 square foot bottling plant in Teterboro. The new plant, which will distribute to the Jersey area north of Newark, is expected to be completed by late Spring.

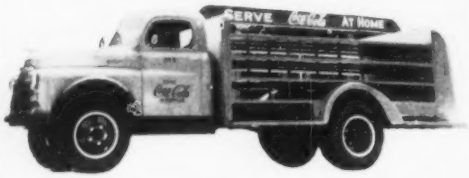
NORTH CAROLINA

Cheerwine Bottling Co., Charlotte, has purchased the machinery and equipment of Sun Crest Bottling Co., same city. The Sun Crest firm, owned by J. and W. W. Kiser, who retain a plant in Florence, S. C., had bottled private label flavors as well as Sun Crest and NuGrape. The latter two franchises have been taken over by Cheerwine, it was disclosed by Richard H. Brown secretary-treasurer of the firm. Sun Crest will be offered in orange and grape flavors. A chocolate drink which was brought in from the South Carolina plant has been discontinued, as well as the private label flavors. Lewis Peeler of Salisbury is president of Cheerwine, and C. A. Peeler, vice president. Bottling operations continue under the su-

ALONG HIRES LANE

Hires Bottling Co., Cincinnati, Ohio, reports that the city fathers have named the street where its new plant is located, "Hires Lane." Bruce Murrie is president and owner of the company.

SERVICE PROVEN TRUCK BODIES



These custom-built bodies have proven their merit among bottlers throughout the nation.

PUT THEM TO WORK FOR YOU!!

Write for Complete Data.

GENERAL Body Mfg. Company

DESIGNERS AND BUILDERS OF HIGH GRADE MOTOR TRUCK BODIES AND TRAILERS

WEST PENNWAY AT SUMMIT STREET
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USE *Velva Sheen* T-SHIRTS

With any Trade-Mark in the beautiful VELVA-SHEEN flock-embossed process.

FOR EMPLOYEES • TEAMS VENDORS • GIFTS • PRIZES

Here is animated DISPLAY ADVERTISING with real punch, which will not only skyrocket soft-drink sales, but build good will for your product, as well. It's your most effective means of advertising, and at low cost, too.

VELVA-SHEEN T-Shirts bear only authentic copies of Trade-Marks officially approved by the parent companies.

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NOW IS THE TIME TO *Sing* TRADE MARK REG. ...FOR

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Sing has proven taste acceptance from young and old alike. *Sing* is tops as a thirst quencher, superb as a mix. Here is your year 'round profit maker! NOW is the time to get your *Sing* franchise . . . *The Potential World Leader.*

Only tasting will describe *Sing* flavor . . . Write now for your sample.

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LIKE BOY and GIRL

DURABILITY and GACO beverage cases *go together*

All half-depth cases are furnished with DOVETAILED center partitions.

Standard replacement parts.

GACO Tufbilt BOXES

GIDEON-ANDERSON
GIDEON MISSOURI

pervision of E. A. Howard, plant superintendent.

OHIO

Hires Bottling Co., Ironton, recently began operations. Plant, headed by B. J. Anderson and E. E. Laughlin, will operate an eight-truck fleet. . . . Harry R. Wesley has been appointed secretary-treasurer of the Vess Dry Co. of Ohio, and the Vess Beverage Co., Columbus. . . . James "Red" Schausell has been moved up to manager of the Coca-Cola Bottling Co., Jackson. He succeeds Randolph Tabb who has assumed the district managership of nine counties.

Squirt Bottling Co. of Toledo has been incorporated to take over Green's Beverages. The new company will operate as a branch of Hodde Bros. which has the Squirt franchise for Detroit. John D. Schaefer will head the new firm. Other incorporators are H. Busch and James P. Hodde. . . . Cino Bottling Works, Sharonville, has been granted a Frostie Root Beer franchise for the Greater Cincinnati area. C. O. De Fosset heads the firm.

OKLAHOMA

Beddos Gurley has assumed the managership of the Hugo branch of the Paris Coca-Cola Bottling Company. Mr. Gurley has been associated with the Paris firm for the past 18 years.

OREGON

Four Oregon plants have recently started production and distribution of Hires. They are: The Dallas Soda Works, Dallas; Scherner Bros. Bottling Co., Roseburg; Hires Bottling Co., Newport; and Hires Bottling Co., Astoria.

PENNSYLVANIA

Hires Bottling Co., Reynoldsville, has recently purchased a larger building which is now being renovated for bottling plant operations. Kenneth and Edward Delaney head the development. . . . Wenner Beverage Co., Allentown, has installed an 8-wide 3-compartment Meyer Dumore Junior bottle washer. Plant, producing and distributing Wholesome Beverages, is headed by Warren M. Wenner. . . . Arrow Bottling Co., Wilkes-Barre, has been granted a Hires franchise.

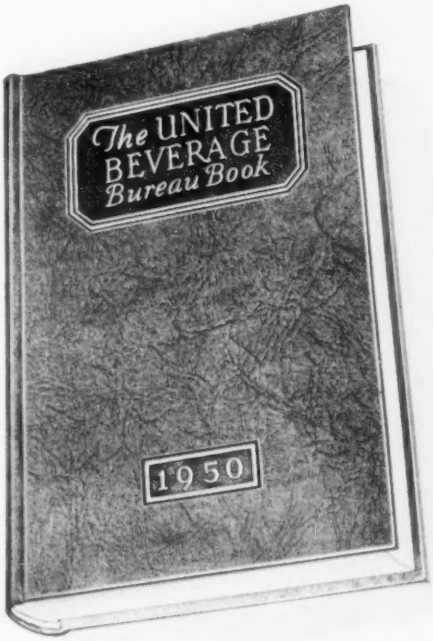
J. Frank & Sons, bottlers of Frank's Beverages, Philadelphia, are completing installation of a second 5-compartment 20-wide Meyer Dumore bottle washer.

SOUTH CAROLINA

H. G. Anderson, Jr., assistant manager of the Aiken Coca-Cola Bottling Co., Aiken, has been named manager, replacing his late father.

TEXAS

Howard Snowden, manager of the Coca-Cola Bottling Co., Paris, has announced that current plant renovations will be terminated in a



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FURNISHING A NATIONAL CREDIT AND COLLECTION SERVICE FOR THE BEVERAGE INDUSTRY

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UNITED BUILDING . . . . LOUISVILLE 2, KENTUCKY

MEMBERSHIP EMBLEM

few weeks, and a formal opening probably held next Spring. . . . Clarence B. Kloppe, Jr., has been elected secretary and director of the Seven-Up Bottling Company of Dallas. . . . Robert L. Alford has been named manager of the Uvalde Coca-Cola Bottling Co., Uvalde, to fill the vacancy created by the promotion of Carl Azafranski to assistant sales manager of the San Antonio Coca-Cola Bottling Co. . . . Burrel Dykes and John P. Mason of Searcy, Ark., have purchased the Grapette Bottling Co., Beaumont, and will erect a new building to house their plant.

Houston Coca-Cola Bottling Company is moving into its immense new million dollar plant which is situated on a fifteen acre tract. The 360' x 580' plant, said to be one of the largest in the country, doubles previous facilities. Features of the vast set-up are four bottling lines which permit the filling and capping of twelve hundred bottles per minute; electric eye inspection units; a section containing 15 truck lanes, served by an overhead conveyor system, permitting speedy loading and unloading operations.

R. C. RAMBO

is the new owner of the Royal Crown Bottling Co., Brownwood, Texas. Plant produces RC Cola and Nehi beverages.

UTAH

Canada Dry Bottling Co. of Utah, at Salt Lake City, has completed renovation of its syrup department with the installation of a 200-gallon mixer. Fred Tedesco and Milton L. Rawson are co-owners of the firm.

WASHINGTON

Seven-Up Bottling Co., Bremerton, has installed a Western water treating system in anticipation of an active season. . . . Pepsi-Cola Bottling Co., Mount Vernon, headed by Ellen Conlon, is now bottling Pepsi-Cola in the 8-oz. bottle.

WISCONSIN

Plant building of the Rapids Beverage Co., Hires bottler at Wisconsin Rapids, was almost completely destroyed by fire in early January. Plant is now being rebuilt. . . . A Whistle franchise has been awarded to the Casanova Beverage Co., Hudson. Leonard J. Casanova is firm's owner.

WYOMING

Whistle Bubble-Up Bottling Co., Riverton, formerly owned by O. C. and Guy Beall, has been purchased by Alva C. and Kenneth W. Gray.

OBITUARY

J. R. Richter

Jacob R. Richter, 40, Pepsi-Cola bottler of Modesto, Calif., passed away recently. He was the youngest member of the well-known Richter family of Fresno, long associated with the beverage industry in that city.

H. F. Broom

H. Foster Broom, 60, associate manager and part owner of the Grapette Bottling Co., San Bernardino, Calif., died January 28. He had been associated with the firm since 1947.

L. S. Kohnstamm

L. S. Kohnstamm, 69, President of H. Kohnstamm & Co., Inc., died January 29th. Mr. Kohnstamm was active in the business with which he had been associated for 48 years, having entered the company founded by his granduncle, Joseph Kohnstamm, in 1851. At the time of his death he was preparing a brochure commemorating the 100th Anniversary of the founding of H. Kohnstamm & Co., Inc.

The entire Kohnstamm organization, factories, laboratories and warehouses from coast to coast, were closed on February 1, out of respect to their departed president.

Tom J. Brown

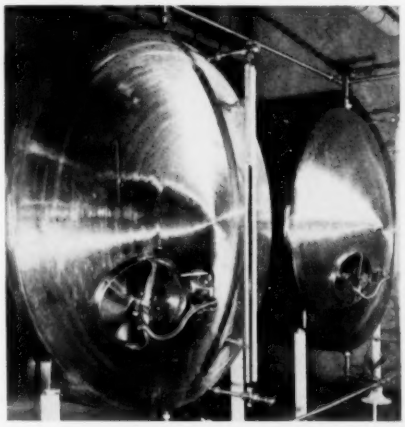
Tom J. Brown, president of the Coca-Cola Bottling Company of Fort Worth, Texas, died January 27. He was a liberal contributor to the Texas Christian University building program. Business associates said he also made anonymous gifts in excess of $500,000 to other institutions and individuals.

H. O. Brumder

H. O. Brumder, 69, President of Pressed Steel Tank Company, Milwaukee, Wisconsin, died Jan. 4. Mr. Brumder had been connected with the Milwaukee container concern for many years, becoming a director of the company in 1906. He had served as president of the firm since 1923.

John R. Plein

John R. Plein, owner and manager of the Seven-Up Bottling Company of Oshkosh, Wis., passed away recently.



Six More 3000 Gallon Pfaudler storage tanks for Coca-Cola Bottling Co.!

When a bottler orders 3000 gallon Pfaudler stainless steel syrup tanks six at a time you can bet your boots there are good reasons for it. Here is the story behind the New York Coca-Cola Bottling Co. purchase.

Primary consideration—quality of design and workmanship. Stainless steel costs fabricators the same money. So starting from there, what is the best buy in terms of sanitation, ease of cleaning, service life and reliability?

Of the dozens who make this equipment, Pfaudler stands out for very definite reasons. First, in serving the food and chemical processing industries for 65 years, Pfaudler has pioneered and engineered all types of process equipment to meet rigid sanitary codes. Syrup equipment, for example, more than meets ABCB standards. Second, mixing developments over this period qualify Pfaudler as experts. Sugar goes into solution fast. Third, tanks are designed so they are self draining and easy to clean—no sharp corners, all welds ground and polished inside and out, sanitary leg supports and ball feet. All equipment built to quality standards by production methods. Prices? competitive with any. Service life? equipment built decades ago still in service.

When you need syrup mixing or storage tanks, heat exchangers or any special equipment, you can count on Pfaudler to give you the best at any price!

Pfaudler

THE PFAUDLER CO., ROCHESTER 3, N. Y.

Branch offices: 330 W. 42nd St., N. Y. 18, N. Y.; 111 W. Washington St., Chicago 2, Ill.; 1325 Howard St., San Francisco 3, Calif.; 818 Olive St., St. Louis 1, Mo.; 2970 West Grand Blvd., Detroit 2, Mich.; 1318 1st Nat'l Bank Bldg., Cincinnati 2, Ohio; 1041 Commercial Trust Bldg., Philadelphia 2, Pa.; 751 Little Bldg., Boston 16, Mass.; 334 Chattanooga Bank Bldg., Chattanooga, Tenn.; P. O. Box 4066, Dallas, Texas; Taylor St., Elyria, Ohio; 1346 Connecticut Ave., N. W., Washington 6, D. C.

FIRST AID TAPE FOR ADVERTISING PLANS

Handy rolls of tape for impulse stimulation

Just as rolls of adhesive tape are indispensable in any first aid kit, rolls of lustrous, printed, self-adhesive cellophane are becoming indispensable in many point of sale advertising programs.

Colorful strips of display copy are as quickly unwound and placed exactly where needed, as is the well known doctor's aide. And these rolls of Topflight point of sale tape take up no more room in a field promotion man's kit, than does a roll of bandage in an emergency bag.

Because it is easily carried and placed, Topflight Tape costs less to buy and apply. Because it stays put longer, it costs less per store per day.

Printed cellophane point of sale tape was developed and is processed by TOPFLIGHT TAPE COMPANY, HUBER BUILDING, YORK, PENNSYLVANIA.

$AVE MONEY!

Remove Lime and Rust

AVOID COSTLY BREAKDOWNS WITH A LIMEX RECTIFIER . . .

from WATER LINES AND DRAINS

from BOILERS

from BOTTLE WASHERS AND OTHER EQUIPMENT

Pays for itself quickly and continues to reduce operating expenses by removing accumulated lime scale and rust from your costly machinery . . . and positively prevents it from re-forming. Eliminates breakdowns and repairs. Increases efficiency of your equipment. Simple to install. Send a quart of water for free analysis.

Write Now for FREE TRIAL

THE LIMEX CORP.
905 MASSACHUSETTS AVE. · INDIANAPOLIS 2, INDIANA

RIVER RAISIN PAPER CO.
MONROE, MICHIGAN
CORRUGATED AND SOLID FIBRE SHIPPING CONTAINERS
PACKING MATERIALS • FIBRE BOARDS • CORRUGATING STRAW
SILICATE OF SODA

One Call for All
RIVER RAISIN PAPER CO.
DISPLAY DIVISION
DIMENSIONAL POINT OF SALE DISPLAYS

CHOOSE WONDER
for STANDOUT QUALITY
STANDOUT SALES

WONDER ORANGE CO.
223 W. ERIE ST., CHICAGO 10, ILL.

CURRENT PRICES BOTTLERS' INGREDIENTS

HIGHER		LOWER	
Botanicals		*Acids*	
Ginger root, African	$0.02	Acetic, USP	$0.02
Jamaica	.02	*Chemicals*	
Flavoring Oils		DDT	.04
Anise	.05	*Flavoring Oils*	
Cassia	.10	Grapefruit	.05
Citronella, Ceylon	.05	Pennyroyal, imported	.05
Geranium, Algerian	.25	*Metals*	
Bourbon	1.50	Tin, Straits	.01½
Lemon Oil, Italian	.10	*Sugar*	
Californian	.25	Cane	.15
Orange, Brazilian	.05	Beet	.20
Peppermint, natural	.25		
Redistilled	.25		
Sassafras artificial	.05		
Spearmint	.15		

TABULATED PRICES

FOLLOWING are the latest and most accurate market quotations obtainable. Special attention is called to the indented paragraph next following:

NOTE.—The prices given in the following bottlers' ingredients market reports are for bulk quantities in original packages. Retail buyers cannot reasonably expect to get small quantities at the figures here quoted, as there are various charges to be added, which often greatly augment values before wholesale dealers or jobbers stock goods.

Articles	Prices
ACIDS—	
Acetic, U. S. P. lb.	.13½ to .17½
Benzoic, U. S. P. lb.	.54 to .59
Citric grandular, fine grandular, cariota, 1 delivery lb.	.24½ to .27½
10,000 lbs., 1 delivery lb.	.25 to .28
small lots lb.	.25½ to .28½
Phosphoric, N. F. lb.	.10½ to .13
Tartaric—Dom. crystals lb.	.32 to .37
10,000 lbs., 1 delivery lb.	.31½
CHEMICALS—	
Alcohol—Ethyl gal.	17.39 to 17.58
Denatured, C. D. No. 12-14 gal.	.32½ to .51½
Alum—Ground cwt.	3.80
Powdered cwt.	4.20
Caffeine Alkaloid lb.	3.80 to 4.75
Coumarin lb.	2.75 to 3.00
DDT lb.	.28 to .33
Glycerine drums lb.	.24¼ to .25¼
Lithium Bromide lb.	1.90 to 1.95
Magnesia Carbonate, U. S. P. lb.	.10¾ to .13½
Pyrethrum concentrate, liquid, 20-1 gal.	9.40 to 9.50
30-1 gal.	14.05 to 14.15
Soda Benzoate lb.	.46 to .52
Bicarbonate, U. S. P., Powd. cwt.	1.95 to 2.60
Caustic, 76% cwt.	3.05 to 5.60
Citrate, U. S. P. VIII lb.	.21½ to .26½
U. S. P. XIII lb.	.28 to .33
Vanillin—from eugenol lb.	4.00 to 4.05
From Guaiacol lb.	3.00 to 3.05
From Lignin	3.00 to 3.05
Vitamins, Ascorbic Acid (C) Kilo	24.50 to 27.47
Nicotinic acid Kilo	8.00 to 8.30
Nicotinamide (P-F) Kilo	11.00 to 11.30
Riboflavin (B_2 G) Kilo	125.00
Thiamin Hydrochloride (B_1) Kilo	160.00
BOTANICALS—	
Vanilla	
Bourbon lb.	4.50 to 4.75
Mexican lb.	6.25 Nominal
Cuts	6.00 Nominal
MISCELLANEOUS—	
Kola Nuts lb.	.07 to .08
Lemon Peel lb.	.22 to .25
Orange Peel—Bitter lb.	.13 to .14
Sweet lb.	.15 to .17
Quassia Chips lb.	.08 to .09
ROOTS—	
Ginger—African lb.	.47 to .50
Jamaica lb.	.50 to .52
Sarsaparilla, Hond lb.	.38 to .40
Mexican lb.	.29 to .30
Tonga lb.	.85 to .90
FLAVORING OIL—	
Almond—Artificial lb.	.68 to .90
Anise, Lead free U.S.P. lb.	1.35 to 1.50
Bergamot—Natural lb.	4.50 to 4.75
Synthetic lb.	2.00 to 4.00
Birch Tar—Crude lb.	.95 to 1.00
Rectified lb.	4.15 to 4.20
Cassia, Redis'd. U.S.P. lb.	2.10 to 2.25
Cinnamon, bark oil lb.	29.00 to 30.00
Leaf oil lb.	1.50 to 2.00
Citronella—Ceylon lb.	1.15 to 1.40
Java lb.	1.75 to 2.00
Clove lb.	1.45 to 1.75
Geranium—Algerian lb.	11.75 to 17.00
Bourbon lb.	15.00 to 18.00
Turkish lb.	6.75 to 7.00
Ginger lb.	25.00 to 28.00
Grapefruit lb.	.60 to .70
Juniper, Berry Oil lb.	3.00 to 5.00
Lemon—Italian lb.	2.85 to 3.50
Californian lb.	3.00 to 3.25
Lemongrass lb.	2.25 to 2.50
Lime—Distilled lb.	5.25 to 6.00
Expressed lb.	7.25 to 7.50
Mace lb.	3.45 to 3.50
Nutmeg lb.	3.45 to 3.50
Orange—distilled lb.	.25 to .60
Expressed, Brazilian lb.	1.00 to 1.10
Californian lb.	.70 to 1.00
Florida lb.	.45 to .50
Italian lb.	2.40 to 2.75
West Indian lb.	2.25 to 2.50
Pennyroyal—American lb.	Nominal
Imported lb.	4.70 to 5.00
Peppermint—Natural lb.	6.25 to 6.50
Redistilled, U. S. P. lb.	6.50 to 6.75
Rose—Natural oz.	25.00 to 50.00
Sassafras—Natural lb.	1.80 to 2.00
Artificial lb.	.60 to .65
Spearmint lb.	3.15 to 3.25
Spruce lb.	1.65 to 1.85
Sweet Birch lb.	2.50 to 8.00
Wintergreen, True lb.	14.50 to 18.50
Synthetic lb.	.40 to .45
METALS—	
Crown Caps, plain gross	.18½ to .23½
Decorated gross	.20 to .25
Tin, Straits lb.	.74½
SIRUPS—	
Corn, 42 degree cwt.	5.97 to 6.12
Dextrose cwt.	6.70 to 7.00
Rock Candy gal.	.85 to 1.00
Simple gal.	.75 to .80
SUGAR—	
Cane, Granulated cwt.	7.90
Beet, Granulated cwt.	7.70
Sugar Coloring gal.	1.02 to 1.20

Personals

W. M. Mauldin, Jr., co-owner of the Rock Hill Coca-Cola Bottling Co., Rock Hill, South Carolina, has been elected to the board of directors of that city's National Bank. . . . *Gabe B. Taylor*, owner of the Nesbitt franchise in Greensburg, Kentucky, and president of the Kentucky Bottlers' Association, was recently appointed to head the March of Dimes campaign for his state during 1950. . . . *Frank R. Duffy*, Longmont rancher and operator of Duffy Bros. Bottling Co., Denver, Colorado, was recently elected president of the Western Aberdeen-Angus Association.

Adrian J. Falk, president of S & Fine Foods, Inc., San Francisco, was recently honored by being the first recipient of the award sponsored by the American Legion, Post No. 1, of San Francisco, for outstanding work in Americanism. . . . *E. L. Holloway*, traffic supervisor of the advertising department at the Coca-Cola Co., Atlanta, has been elected chairman of the board of the Atlanta Chapter of Delta Nu Alpha Transportation Fraternity. . . . *William G. Zetzmann, Jr.*, president of the Seven-Up development in New Orleans, has been elected a member of the board of directors of that city's Junior Chamber of Commerce.

Morris Kirsch, president of Kirsch Beverages, Inc., Brooklyn, New York, recently was named "Man of the Week" by the "Brooklyn Weekly." Mr. Kirsch, said by the newspaper to be "a striking example of the freedom of enterprise inherent in the American economic order," is a past president of the N. Y. State Bottlers of Carbonated Beverages and a former president of the Metropolitan (N. Y.) Soft Drink Board of Trade. He is now actively affiliated with more than thirty civic and philanthropic organizations.

Two World-Famous Leaders

T. NOIROT & CIE.
NANCY, FRANCE
Producers of
GENUINE
Highest Concentrated
FRUIT JUICES
And
FLAVORS
Distilled Concentrates
of Unsurpassed Aroma

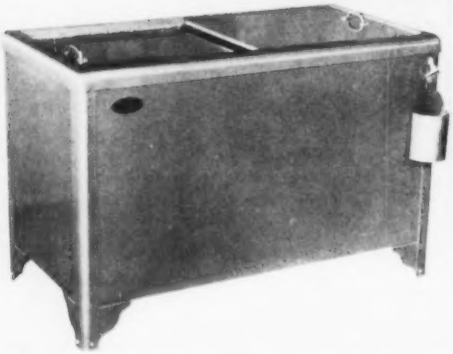
FSCO DE PASQUALE FU SANTI
MESSINA, ITALY
Producer for over 100 years of the Finest Genuine
LEMON OIL
AND OTHER CITRUS OILS

Merchandise delivered in the sealed original containers from our New York warehouse. Samples and Buyers' Guide with price list furnished on request.

WILLIAM A. HOFFMAN, INC.
Exclusive Distributors
366 BROADWAY - NEW YORK 13, N. Y.

YOUR BEST BEVERAGE SALESMEN!

NORTHLAND ICE-REFRIGERATED **COOLERS**



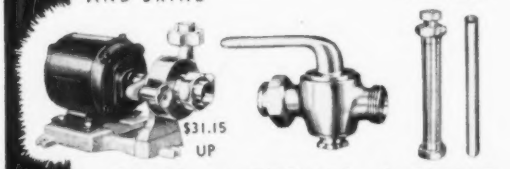
LOW COST! BIG CAPACITY! IMMEDIATE SHIPMENT!

Available in 4, 5 and 6 ft. models, durably constructed and attractively finished... Write or wire for complete information and price list.

NORTHLAND MANUFACTURING CO.
Established 1926
137 East Island Ave. Minneapolis 1, Minn.

STAINLESS STEEL **THOMSEN** NICKEL ALLOY

SANITARY AND BRINE VALVES LINE FILTERS



PUMPS FITTINGS TUBING

L. C. THOMSEN & SONS, INC., KENOSHA, WIS.
Sanitary Equipment for the Processing Industries

It's **JULEP** *time*

ALL THE TIME

Any season, every season—Julep Flavors outsell others. Quantity discounts and prepaid freight increase your profit margin. Write for details: THE JULEP CO., (*famous for Howel's Root Beer*), 353 W. Grand Ave., Chicago 10, Ill. or 200 Davis St., San Francisco, California.

IN CANADA

Orange-Crush Improves Financial Position

Orange-Crush, Ltd. recovered from a net loss of $513,962,982 in 1948 to a net profit of $411,041 for 1949, its annual report shows.

Profits were equal to 96.6 cents a share on the outstanding capital and total consolidated sales of all products increased 8.4 per cent over 1948.

Orange-Crush has branches in seven Canadian cities, including Toronto, Montreal and Winnipeg.

J. William Horsey, president, stated in the report that a retarding factor had been the price at which soft drinks are sold to the consumer. He said the fact that the retail price of the product has remained stationary over a long period of years while costs have risen has presented a situation which is at variance with most industries whose prices have risen in line with increasing costs.

83.6% Canadian Families Buy Soft Drinks

Better than 83 out of every 100 Canadian families (83.6%) buy bottled carbonated beverages for home consumption. This is revealed in a recent survey of more than 1,000 representative Canadian families.

The study also discloses interesting data on brand and flavor preferences. Surprisingly, cola drinks are purchased by only 44.2% Canadian families using soft drinks, while ginger ale is bought by 83.6%. (In the U. S., cola is much more widely consumed than ginger ale.)

Also surprising is the accompanying figure that only 24.3% Canadian families buy carbonated beverages as a mixer, indicating that most ginger ale consumers take the product straight.

Flavoured soft drinks are purchased by 33.7% families, the survey further shows. Most popular flavors are orange, lime, root beer, grape and lemon, in the order named.

Most popular brands among cola consumers are Coca-Cola and Pepsi-Cola; among ginger ale consumers, Canada Dry and Sussex; among flavor drinkers, Orange-Crush, Sussex, Seven-Up, Canada Dry, Wishing Well, Evangeline, Rheinharts, Hires, Stubby, and Kist (in the order named).

Important Outdoor Ad Bans Proposed In B.C.

Several important outdoor advertising restrictions, which if enacted, will seriously limit bottlers' promotional efforts, are now under consideration by the British Columbia Legislature.

One of the proposed measures calls for elimination of all highway signs within the range of 1,000 feet from any highway. Another move is to place a two-sign limit on advertising material that may be posted on any highway store, stand, or refreshment booth. With respect to this latter proposal, it is interesting to note that the two-sign limitation would cover all product advertising. Thus, if a refreshment stand were already adorned with a cigarette advertising sign and a beer advertising sign, it would be illegal for any bottler to place a third sign on the stand's facade.

Wonder Orange Moves for Increased Canadian Distribution

Food Factors Regd., a partnership of Frank Stafford and William H. Anderson, at 630 Dorchester St., W., Montreal, has been appointed distributors for Quebec and the Maritime Provinces of bases for

FRANK STAFFORD

Wonder Beverages and Rummy, according to a recent announcement by Robert L. Bean, export manager of Wonder Orange Co., Chicago.

Sales activity, including the granting of exclusive franchises

for the two lines, will be carried on by Mr. Stafford.

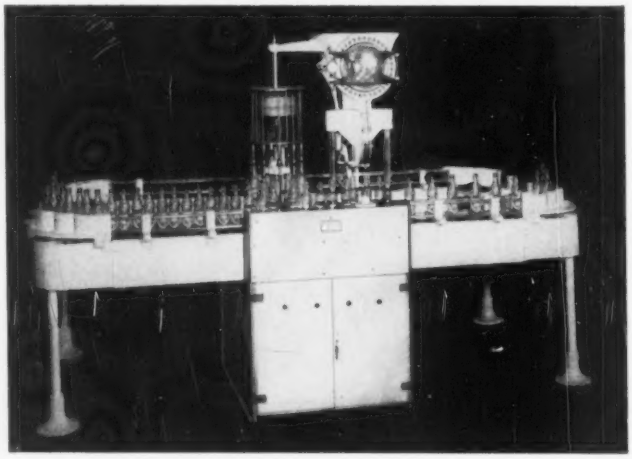
A stock of Bases will be carried in Montreal to enable Quebec and Maritime bottlers to obtain prompt delivery. The special design ACL bottles and private decorated crowns for Wonder Beverages and Rummy are also being made available by Canadian manufacturers with whom Food Factors and the U. S. franchise firm are working.

Will Triple Output

Having recently installed a new bottling line, Beaufort Beverages of Westview, B. C., expects to triple its production shortly.

A few months ago, this firm was taken over by W. H. Jones of Rossland, and N. M. Monro of Westview. The latter had been a partner of the former owner, A. H. Marchant.

HEADQUARTERS for Compact, Inexpensive Bottling Equipment For Still Drinks! . . .



Compare!

. . . for simplicity of design . . . for trouble-free performance . . . for sound value . . . for handsome appearance . . . and you'll choose MS Equipment for bottling fruit drinks, chocolate and other non-carbonated beverages.

Illustrated above is the MS 10 tube filler, complete with MS engineered conveyor, polished stainless steel base. Capacity 120 cases per hour. Available in a variety of sizes and capacities.

write to . . .

MACHINERY SERVICE COMPANY

633 E. Main Street • Louisville, Kentucky

New Liquid Carbonic Plant for Vancouver

Liquid Carbonic Canadian, Montreal, recently announced plans to build a new $500,000 plant in Vancouver, which will replace a smaller plant. Output of dry ice and of carbonic acid gas for beverages will be substantially increased. The new plant will be completed about mid-year, according to President R. C. Holbrook. Liquid Carbonic last year installed equipment to double capacity of its Edmonton plant, and completed a new $300,000 plant in Quebec City.

Quebec Convention

Emilien Fluet, president of the Quebec Bottlers of Carbonated Beverages, warned the association at its ninth annual meeting last month that tax threats on carbonated beverages still exist.

The convention was attended by approximately 150 persons, including representatives of 47 bottling firms and 24 supply houses.

Mr. Fluet said that the elimination in 1949 of the wartime-imposed excise taxes on soft drinks does not necessarily mean that "the threat has been dispersed forever.

"We must at all times exercise a great vigilance," he declared. "We must reach the point where the authorities are convinced that we are manufacturing food products and not luxuries and that, consequently, ours must enjoy the same exemption privileges that are granted food products."

At the close of the meeting, Mr. Fluet was re-elected president of the association. Other officers are Paul Brunelle, Victoriaville, and L. J. Ryan, Montreal, vice-presidents; and Julien Savignac, Outrement, treasurer.

Directors are: D. Dufresne, Three Rivers; Guy Bryant, Sherbrooke; J. E. Pare, Hull; Ph. Gaudreault, Rouyn; Paul Sandlien, Mt. Royal; A. Brais, Limoilou; J. O. Biron, St. Francois du Lac; I. Chevrier, Lachute; R. E. Sewell, Toronto, and A. W. Guest, Montreal.

FORT WAYNE *Agitating* STERILIZER

BUILT IN SEVEN SIZES AND BACKED BY OVER FORTY YEARS EXPERIENCE IN BUILDING STERILIZERS FOR PRODUCTS PACKED IN GLASS OR TIN

MANUFACTURED BY

Fort Wayne Dairy Equipment Co.

WINTER ST. & WABASH R. R.
FORT WAYNE, IND.

WILLIAMSON'S CARAMEL COLORING

ACID PROOF CARAMEL

FOAMING TYPE CARAMEL

Caramel Coloring
for ALL TYPES of
CARBONATED BEVERAGES

Samples on Request

D. D. WILLIAMSON & CO., Inc.

5-39 FORTY-SIXTH AVENUE, LONG ISLAND CITY 1, N. Y.

MORE TRIPS PER CASE LOWER COST PER TRIP

TREEN BOX CO. PHILA.

TREEN QUALITY COTTONWOOD BEVERAGE CASES STAND THE TEST OF TIME . . .

The Treen name has been synonymous with quality for more than a half century, on beverage cases of every description. If you want a case duplicated or specially designed, contact us expecting a case supreme, economically priced, and dependable, prompt service.

For a carry-home we recommend our low 4-compartment case. We will manufacture any type, style or size of beverage case to meet your specifications and requirements. Wire, write or phone JEfferson 5-4490 for delivery information.

TREEN BOX COMPANY

Tioga and Memphis Sts., Phila., 34, Pa.

"ACES IN CASES" FOR OVER 50 YEARS

HESSE'S *New* 5-Wide Beverage Body

is "Ready to Roll" Capacity Profits Your Way!

Here's why! Careful space-saving design, features larger case capacity . . . packs 250 cases of 12 oz. bottles, 5-cases-wide. This means HESSE custom-built trucks roll out with greater capacity on each delivery. This means you have less to pay for actual loading and unloading. Other convenient features of the 5-wide Hesse truck are new Under-Dek* doors which conserve space, avoid working hazards and add to ease in loading. These popular 5-wide Beverage Body trucks are ready to roll profits right your way. So don't delay. Write us for full information and specifications today.

Model No. 5254

* Pat. No. 2,495,447

Delivery is Simple

We deliver at your convenience. You save time and expense by ordering truck chassis from your local dealer and sending specifications to us for mounting and handling. We will deliver fully-equipped unit to you—or hold to be picked up by your man.

Also Available with conventional doors or open construction.

"Distinctive Truck Bodies for Over Half a Century"

Write or wire today for Complete Information and Prices.

HESSE CARRIAGE COMPANY

KANSAS CITY, MISSOURI

HESSE CARRIAGE CO.

Sales Offices:
51 E. 42nd St.
New York 17, N. Y.
141 W. Jackson Blvd.
Chicago 4, Ill.

Ginger Ale Flavors

— FEATURING —

MONTE CRISTO
THESCO

A Full Line of Distinctive Extracts and Concentrates

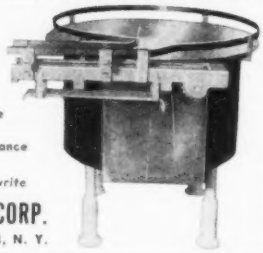
THEALL & PILE, Inc.
297 Pearl St. **New York 7, N. Y.**

MENI-DRIV

STAINLESS STEEL ROTARY ACCUMULATING TABLE

Features:

- 36" Stainless Steel Disc
- Variable Speed
- Drives Both Conveyor Chain and Disc
- Custom Built for Long Life
- Height Adjustable
- Modern Design in Appearance and Engineering



For further information write

MICELI EQUIPMENT CORP.
2038 Bergen St., Brooklyn 33, N. Y.

Benzoate of Soda "Seydel" U.S.P.

Standard for over a quarter of a century

SOBENATE

A special benzoate for beverages of delicate flavor. Does not impart a taste.

Samples and literature on request

SEYDEL CHEMICAL CO.
JERSEY CITY 2, N. J.
Established 1904

SWANEE FLAVORS

HELPS YOU PRODUCE
BETTER TASTING, FASTER SELLING BEVERAGES
• GRAPE • LEMON • ORANGE
• GINGER ALE • ROOT BEER • STRAWBERRY
• CREAM SODA • LEMON-LIME
• SHAMROCK LITHIATED LEMON

JO-JO & SWANEE CHOCOLATE

Begin bottling our chocolate now—
Keep winter sales high.

WRITE NOW

BOB'S-COLA CO., INC.
867 LEE ST., S. W. ATLANTA, GA.
Replies West of Mississippi address to
JO-JO CHOCOLATE CO.
1127 S. Beckley Street, Dallas, Texas

WRITE NOW

A NEW Source OF CERTIFIED FOOD COLORS*

Sterling's Hilton-Davis Chemical Co. Division, Cincinnati, Ohio, the home of PARAKEET COLORS

A color chemist operating spectrophotometer—one step in our color control to insure quality.

*offers a complete line of Certified Food Colors manufactured by a leader in the color field for 25 years

Write us for Prices and Detailed Information.

Sterwin Chemicals INC.

SUBSIDIARY OF STERLING DRUG INC.

170 VARICK STREET, NEW YORK 13, N. Y.
445 Lake Shore Drive, Chicago 11, Ill.
FACTORY: CINCINNATI, OHIO
Branch Offices:
Atlanta, Boston, Buffalo, Chicago, Dallas, Kansas City (Mo.), Los Angeles, Minneapolis, Portland (Ore.), St. Louis

WORLD'S LARGEST SUPPLIERS OF VANILLIN

ZIMCO®
LIGNIN
Vanillin
C.P. U.S.P.

A Natural Source Vanillin

Vegetable origin. Produced by our patented process from coniferous woods.

CONSTANT AVAILABILITY

Unlimited supply of basic material. Our process is continuous.

PURITY

C.P. U.S.P. Pure crystals having only the true vanilla-like flavor.

UNIFORM FLAVOR

Never varies. Enables you to use Zimco Lignin Vanillin as a standard in determining your formulas.

SOLUBILITY

Dissolves quicker due to its uniform crystalline structure.

EXQUISITE AROMA AND DELECTABLE TASTE

of Zimco pure Lignin Vanillin are imparted to your product.

Warehouse stocks: NEW YORK, CHICAGO, LOS ANGELES

Shipments made DIRECT FROM FACTORY: ROTHSCHILD, WISCONSIN

Additional stocks carried at: ATLANTA, DALLAS, PORTLAND (Ore.), RENSSELAER (N. Y.), ST. LOUIS, SAN FRANCISCO for emergency deliveries.

Specify Zimco Lignin Vanillin in your formula

Write for descriptive folder

Consult your Flavor Supplier

Sterwin Chemicals INC.

SUBSIDIARY OF STERLING DRUG INC.

170 VARICK STREET, NEW YORK 13, N. Y.
445 Lake Shore Drive, Chicago 11, Ill.

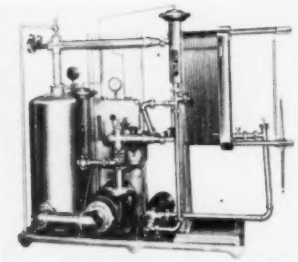
WORLD'S LARGEST SUPPLIERS OF VANILLIN

WHAT'S NEW?...

news
news
news
news
news

news of the trade in review

news



"PACKAGED PASTEURIZER"

A self-contained "packaged pasteurizer" for still beverages is now being marketed by Walker-Wallace, Inc., Buffalo, N. Y. The unit consists of an AVP Heat Exchanger with stainless steel plates, a hot water circulating unit, product pump and automatic controls mounted on a control board. It is available in any capacity to match the filler used in the bottling operation.

"Parakeet" Food Colors

☐ Availability of a complete line of 17 certified food colors, known as the "Parakeet" brand, has been announced by Sterwin Chemicals, Inc., N. Y. C.

The firm also reported that it is now equipped to match blended colors and create new ones.

Among the other products offered by this chemical firm are vitamins and sanitizing agents.

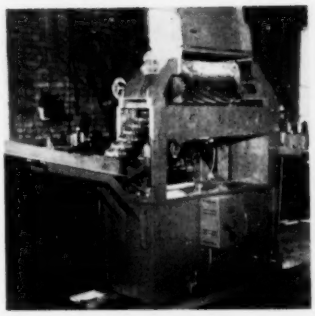
Beverage Supply Mart Established In Atlanta

☐ Southern Beverage Mart, a firm which will shortly establish and operate a year-around exposition of beverage equipment and supplies, has been formed in Atlanta.

Fred Karsten and Lewis V. Emery, who have organized the "Mart", report that much of the equipment and machinery to be displayed will be shown in actual operation.

Bottle Brushing Machine Removes Dampness, Drippings

☐ A bottle brushing and polishing machine, which removes dampness or drippings remaining on the bottle following the filling operation, is being marketed by Mantle & Co., N. Y. C.



Bottle brusher-polisher.

In operating the machine, the bottles are placed in a horizontal position on the inclined tray (see photo) and are picked up automatically by pins on a chain conveyor which carries the bottles through the machine. As the bottles are mov-

GRAPETTE REGIONAL MEETING

This group of Grapette bottlers from Iowa, Illinois, Indiana, Ohio, Kentucky and Tennessee convened in Camden, Ark., January 30-February 1 to attend the second of five management meetings being conducted by The Grapette Company, Inc., to present its 1950 advertising and merchandising campaigns. Final meeting will be held March 13.

ing under the brush they are rotating continuously. The large upper brush, revolving at 1800 revolutions per minute, passes twice back and forth over the bottle and follows the contour of the bottles. A second brush on the machine is used to brush and polish the bottoms of the bottles.

After brushing, the bottles are picked up by a turret that turns each bottle vertically and deposits it on a conveyor.

The speed of the machine may be set from 60 b.p.m. to 75 b.p.m.

Ertel's Stainless Steel Self Priming Pump

☐ Ertel Engineering Corporation, Kingston, New York, recently announced a new group of stainless steel self-priming pumps as an addition to its liquid handling equipment line.

The new units will be designated as Model ESP. They are available in five sizes, in the following gallons per minute at zero pounds pressure: 3 gpm., 5 gpm., 10 gpm., 20 gpm., and 30 gpm.

Handy manual by-pass control valves are included on each pump to easily regulate pressure and flow rate. All sizes are available as individual units or as complete pump assemblies, direct drive or belt driven.

Hesse Granted Patent For Under-Dek Doors

☐ Granting of their patent on Under-Dek doors, was recently announced by the Hesse Carriage Co. of Kansas City, Missouri. Hesse, designers and builders of custom built beverage bodies, originated the Under-Dek principle exclusively for beverage trucks and premiered these doors on their 5-wide beverage body trucks.

The Under-Dek doors slide up and out of sight between decks to save space and avoid working hazards when doors are open. Another feature of these doors is adaptability to changing seasons and savings in labor time; doors needn't be taken off in summer and put back in winter.

Hesse recently announced the opening of new sales offices in New York City and Chicago.

"You Can't Buy A Better Cola Concentrate"

M-P Cherry Cola

THE NEW TASTE THRILL

Available in two types . . .
Natural and Imitation

A tasty blend of cherry and cola that makes a very satisfying carbonated beverage. Use your own bottles. We can supply crowns. This flavor provides an opportunity to use your stock of small size bottles. Write for samples and prices.

MARBERT COLA

19 East Lombard Street
BALTIMORE 2, MARYLAND

MEASURING FAUCET

Newest aid to efficient fountain service is the "Ownzak" Measuring Faucet developed by Steel City Co., Youngstown, O. Inexpensive, the dispensing unit accommodates all standard-type one-gallon jugs, and can be quickly clamped onto any back bar, soda fountain or table. Springs and other parts subject to breakage or frequent replacement have been eliminated.

James Vernor Co. Plans Expansion Move

Purchase of a two-acre tract in Pontiac, Mich., on which a new wholesale warehouse and garage will be erected, was announced last month by James Vernor, Jr., executive vice-president of the James Vernor Co., Detroit.

Mr. Vernor said the warehouse will have approximately 10,000 square feet of floor space, and will be completed in May. One of the most modern bottling plants in the nation will be added later. The new facilities will serve Saginaw, Flint, Ann Arbor and other southern Michigan cities to ease the demand on the Detroit facilities which are operating at capacity.

The ginger ale company, which is observing its 84th anniversary this year, is now operating in 19 states and Canada. The large Detroit plant is augmented by 14 branch plants in Pittsburgh, Buffalo, Cleveland, Cincinnati, Toledo, Windsor and other cities, and by 40 franchise bottlers.

DOUBLE-COLA SALES MEETING

Officials of the Double-Cola Co. met recently at the company's home offices in Chattanooga, Tenn., to discuss new sales plans and policies. First row, left to right, are J. M. Geeslin, C. D. Little, C. W. Wheland, parent company executives, and Leonard Krick, of Aubrey, Moore & Wallace, Double-Cola's advertising counsel. Second row: John Wall, A. C. Lukensmeyer, Dave Carnahan and W. A. McMahan, district managers.

New Platform Truck

A combination steel frame and hardwood-deck platform truck has been added to the material handling equipment line of The Rapids-Standard Company, Inc. of Grand Rapids, Michigan. The new truck is available in the same four series and eight standard sizes as the steel-deck Roustabout model recently announced by the company.

The new trucks can be had in tilt or level types, with capacities up to two tons, depending on running gear.

Anchor Hocking Consolidation

Anchor Hocking Glass Corporation has announced the consolidation of its Container, Closure and Tableware display and sales offices in new, enlarged headquarters at 1287 Union Commerce Building, 925 Euclid Avenue, Cleveland 14, Ohio. The consolidation

Want to Build Volume, ...Fast?

Get Details of the BUSINESS-BUILDING

Twang ROOT BEER

Reg. U.S. Pat. Off.

Premium Plan!

Write Today, Reserve your PROTECTED TERRITORY

C. O. & W. D. SETHNESS COMPANY
1926 SUNNYSIDE AVE. • CHICAGO 40, ILL.

PREVENT BOTTLE JAMMING

CRYSTAL SOAP LUBRICANTS are available in several forms

- STOPS BOTTLE BREAKAGE
- KEEPS CHAINS CLEAN
- REDUCES MOTOR OVERLOAD
- LUBRICATES CHAINS
- SAVES POWER

These soaps are formulated to meet requirements of all types of bottle conveyors, regardless of how the soap lubricant is applied.

CONVEYOR SOAP No. 1 — Hard Vegetable Oil Potash Soap packed in 450-lb. drums.

CONVEYOR SOAP No. 2 — A liquid—highly concentrated. Dilute 1 to 20 with water. Packed in 5-gal., 30-gal., and 55-gal. drums.

CONVEYOR SOAP No. 6 — Semi-solid consistency. Packed in 25-lb., 50-lb., 100 lb., and 450-lb. drums.

CONVEYOR BAR SOAP — Olive Green Bars—3"x3"x5". Packed in cases 25 bars, 2-lbs. each.

For Complete Prices and Details Write

CRYSTAL SOAP AND CHEMICAL CO., INC.

6302 State Road, Philadelphia 35, Pa.

A PROVEN PROFIT-MAKER IN TODAY'S MARKETS

New, bigger bottle, with 25% more content, has jumped sales, made PAL an instant success wherever introduced. If PAL is not now in your territory you will want the facts (and figures) on the new PAL ADE. For samples, and full information, write

PAL INC. 1625 K STREET N. W. WASHINGTON 6, D. C.

Use Berghausen's

CARAMEL COLORING

It's Safe

•

CARAMELS FOR ALL PURPOSES

Colas • Root Beer • Other Beverages

•

The E. BERGHAUSEN CHEMICAL Co.
4538 W. MITCHELL AVE.
CINCINNATI 32 • OHIO

VIA Rapistan

Cola, Cherry, Chocolate

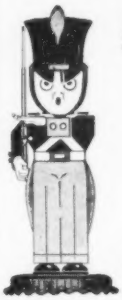
You'll handle these—and all other bottled drinks—faster, safer and cheaper on Rapistan Material Flow equipment. Rapistan conveyors move bottles and cases continuously from bottling to storage, and into delivery trucks. They reduce breakage . . . speed production . . . make it easy to handle more business with less effort. And these sturdy conveyors give you trouble-free service—long after others have been replaced. *Write for details!*

"Rapistan" and "Material Flow"—T. M.

THE RAPIDS-STANDARD COMPANY, INC.
247 Rapistan Building
Grand Rapids, Michigan
Representatives in Principal Cities

Rapistan MATERIAL *flow* EQUIPMENT

CONVEYORS: Power or Gravity, Portable or Stationary.
CASTERS • FLOOR TRUCKS • HAND TRUCKS



PROFITS

MARCH ON WITH CHOCOLATE SOLDIER

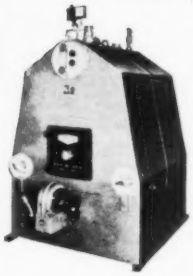
Reg. U. S. Pat. Off.

WRITE . . .

CITRUS PRODUCTS CO.
11 E. Hubbard St., Chicago 11, Ill.

CUT COSTS

With A Kisco STEEMATIC Water Tube Boiler



The most economical and efficient boiler we've ever built . . . for oil, gas, stoker or hand firing. Fully insulated, fully "Packaged" for easy installation. Write for catalog DSA-3

KISCO BOILER & ENGINEERING CO.
2414 DeKalb St. St. Louis 4, Mo.

was made in order to more efficiently handle the corporation's expanding business in the Cleveland area.

The Container and Closure Division is represented in Cleveland by J. H. Ferris, while the Tableware, Household, Restaurant and Bar Glassware Division is represented by H. P. Bow, Manager, and C. T. Bow.

After-Hours Depository for Driver-Salesmen

An after-hours driver's depository has been designed and placed in distribution by the Mosler Safe Co., Hamilton, O. For companies employing driver-salesmen, the new depository provides protection fdr otherwise vulnerable receipts during the night between the time of the driver's return and the cashier's arrival in the morning.

It is equipped with two doors, so constructed that the driver can deposit his receipts through an upper door into a "burglar resistant" money chest from which they can be removed only through a lower door by the cashier or other employee in possession of the combination.

A BIG FELLOW!
This 16-ton combination bottle washing and drying unit was made to order for a Mexico City plant by the Niagara Bottle Washer Mfg. Co., Toledo, Ohio. It is 46 ft. long, 9½ ft. high and 9 ft. wide.

Monsanto Establishes In India

Formation of a new company, Monsanto Chemicals of India Limited, was announced last month by William M. Rand, president of Monsanto Chemical Company, St. Louis, Mo., who will act as one of the directors of the new firm.

The new company, which will handle activities in India, is jointly owned by the American company and its British subsidiary. Headquarters will be in Bombay.

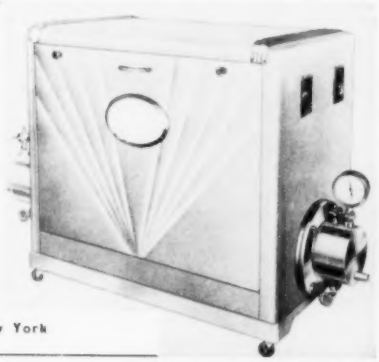
Something Different!...

RENT A REBUILT MACHINE such as a filler, carbonator, labeler, etc. Be ready for your busy season or possible breakdowns. Rental very reasonable and may be applied toward purchase of machine.

Write for Further Information and Details.

WHAT DO YOU NEED?

FIRSTENBERG
BOTTLERS' EQUIPMENT CO. INC.
301-307 Powell St., Brooklyn 12, New York



NO FUMBLING CHIPPING

With Krag's New Bottle Opener . . .

This sturdy, nickel plated steel opener is perfect for all outlets. Easy to operate. Prominent space available on opener for colorful trade mark or advertising message.

WRITE . . .

Krag Steel Products, Inc.
319 N. Albany Ave., Chicago 12, Illinois

OPPORTUNITY for SOFT DRINK
Sales Representative

Substantial firm seeks Southeastern regional sales representative thoroughly experienced in soft drink industry, contacting and servicing franchise bottlers and prospects. Good salary. Age 35-45 preferred. Supply detailed background, experience, recent photo. Our people know of this ad. All replies in confidence. Address: Box 258, this paper promptly.

Pepsi-Cola "Rolling Again," N. Y. Distributors Hear

New York City distributors of Pepsi-Cola and Everyess last month heard Walter S. Mack, Jr., president of the Pepsi-Cola Co., declare that "Pepsi-Cola is on the roll again throughout the world."

He made this statement at the first annual banquet of the two-year old distributors' organization, the New York Soft Drink Distributors' Association, Inc., Feb. 11, at the plush Waldorf-Astoria Hotel, N. Y. C.

Mr. Mack said that Pepsi-Cola sales in 1949 reached a record level, and predicted an even better year in 1950.

Other Pepsi-Cola Co. officials who briefly addressed the gathering were Paul Thompson, manager of Pepsi's Long Island City (N. Y.) plant which supplies the distributors; Varney Graves, branch plant manager, and T. E. O'Callaghan, assistant secretary.

THEY'RE ALL FOR PEPSI

Pepsi-Cola Co. officials and officers of the N. Y. Soft Drink Distributors Association are shown at the association's first annual banquet last month. Seated, left to right: Walter S. Mack, Jr., president, Pepsi-Cola Co.; Paul B. Thompson, Pepsi-Cola Co.; Sid Glichenhouse, association president; Mrs. Glichenhouse; Frank Starpoli, vice-president; Mrs. Starpoli, and Jack Levine, director. Standing: Varney Graves and T. E. O'Callaghan, Pepsi-Cola Co.; Mrs. Graves; Mrs. Levine; Art Kaufman, association secretary; Mrs. D. Levinger; and Dave Levinger, labor union official.

Brief remarks were also tendered by several association officers, including Sid Glichenhouse, president; Frank Starpoli, vice-president; and Jack Levine, director.

New Line of "Slo-Speed" Electric Motors

Sterling Electric Motors, Inc., Los Angeles, has developed and is now in full production on an im-

Cranberry Cola

Its a Double Treat:

GOOD and GOOD for YOU

IT'S THE BEVERAGE FOR 1950

It's the only cranberry drink to be carbonated and blended with cola—makes a real treat. The children love it and it's a super mix for the grown ups. Start now with this new beverage. Use your own small bottles to start. Crowns and bottles available as you want them. Write for samples and prices.

CRANBERRY COLA CORPORATION
Abington, Massachusetts

Multiplex Stainless Steel *Dispensers*
For BARS and TAVERNS

Fresh Carbonated Drinks
COLA
LEMON
GINGER ALE
SELTZER

SPEEDS SERVICE
INCREASES PROFITS
ELIMINATES BOTTLES

Write for Folder and Prices

MULTIPLEX FAUCET COMPANY
4321-27 Duncan Ave., Dept. N.B.G.-14, St. Louis, Mo.
Manufacturers of Beverage Dispensers for 45 Years

The "STANDARD" INSPECTOR

Over 2,000 in daily use in bottling plants all over the world.

For prices and complete details write to

Patented
WALTER J. WARD & CO., Marshall Building CLEVELAND, O.

proved line of gear head electric motors which they term the Sterling "Slo-Speed" motor.

Outstanding feature of this new design is that the motor can be mounted in any position — either standard horizontal floor mounting, inverted ceiling mounting, side wall mounting, or in a vertical position with the shaft pointing up or down.

Other features are weatherproof and compact design, a Herringbone rotor, and liberal heavy duty ball bearings lubricated for life.

New Control Valve

A lever-operated control valve, which enables the operator to obtain the desired flow ratio between two variables has been developed by the Atlas Valve Co., Newark, N. J.

The adjustable cam of this new valve, known as the Atlas No. 235 Adjustable Lift-Opening Lever Operated Control Valve, provides an easy method of fixing the valve lift at the required position at any point within the range of the valve movement.

REALLY GROWING UP

When Lehman Printing and Lithographing Co. started operations about 50 years ago (with $190 borrowed capital), it had very modest quarters, as the top photo shows. That it has come a long ways since then is evidenced by the accompanying photo of its recently-enlarged San Francisco plant, valued at $2,500,000. Firm specializes in the manufacture of labels.

NIAGARA BOTTLE WASHER . . .

"Custombilt" . . . can handle any size bottle from 4 ounce to 5 gallon! Widely used by bottling plants, food companies, mineral water, fruit juice, bleach and wine bottlers.

• *Available in several capacities and sizes.*

Expertly designed and engineered. No jets to clog, solution renovator filters solution water every few minutes and discharges contamination. Two compartment; makes its own rinse pressure; saves water. Completely welded, no castings, no breakage.

• *Write for complete details.*

NIAGARA BOTTLE WASHER MFG. CO.

225-27 FIRST STREET - - TOLEDO 5, OHIO

FRANCHISE NOW AVAILABLE

Goody BRAND ROOT BEER

It's the *taste that sells* GOODY ROOT BEER. It's TOPS IN FLAVOR! Send today for three finished samples of GOODY ROOT BEER. Chill, then compare with any other leading brand. You'll discover why 9 out of 10 choose GOODY . . . the root beer that spells PROFITS FOR YOU!

The GOODY Co., 318 SEVENTH AVE. NO., MINNEAPOLIS 1, MINN.

Use FAMOUS' Pure Unadulterated Petroleum Lubricating Greases!

Orange Solid Oil

- Cut Maintenance Costs
- Reduce Replacement Expense
- Minimize Work Stoppages
- Avoid Hard Starts

Write for Lubrication Circular!

FAMOUS LUBRICANTS, Inc.
124 W. 47th St., Chicago 9, Ill.

Export Agents
V. & E. Kohnstamm, Inc.
329 Canal St., N. Y. 13

Agents in Principal Cities Throughout the World

PERSONNEL CHANGES

Virginia Dare Extract Co.

Henry A. Kellerhals has been appointed assistant vice-president of the Virginia Dare Extract Company. Mr. Kellerhals has been associated with the company for twenty-four years.

In his new capacity, he will act as manager of the Carbonated Beverage Division.

NAMED BY MOJONNIER

Lee P. Bickenbach has been named as sales engineer for Mojonnier Bros. Co., Chicago manufacturer of beverage processing equipment. He joins the company's Los Angeles office, where he will work with Robert W. Mojonnier.

WYANDOTTE PROMOTION

F. H. Tholen has been promoted to assistant general sales manager of the J. B. Ford Division of Wyandotte Chemicals Corporation. Mr. Tholen has served J. B. Ford in various executive capacities since 1929.

Dr. Pepper Co.

Election of *H. S. Billingsley* to the post of treasurer of the Dr. Pepper Company was recently announced by the firm's executive committee. Mr. Billingsley assumes the new responsibility in addition to his other duties as vice-president and secretary.

Mr. Billingsley joined Dr. Pepper in 1931. He was named secretary of the company in June 1940, and was elevated to a vice-presidency in March 1947.

Canada Dry Ginger Ale, Inc.

Luther H. Soules has been promoted to southwestern division manager for Canada Dry Ginger Ale, Inc., with headquarters in Dallas. Mr. Soules, who joined the company seven years ago, formerly was assistant division manager.

The company's Dallas division distributes in Texas, Oklahoma, Louisiana, Arkansas and New Mexico.

Coca-Cola Co.

Appointment of *Charles W. Adams* as sales promotion manager of The Coca-Cola Company has been announced by H. B. Nicholson, vice-president in charge of marketing.

Mr. Adams has served as assistant manager of the company's sales promotion department since the organization was formed. For the past year, he served as acting manager.

Nash-Kelvinator Corp.

George W. Mason, president and chairman of Nash-Kelvinator Corporation, announced recently that *George Romney*, assistant to the president, has been elected a vice-president of the corporation. Mr. Romney, formerly managing director of the Automobile Manufacturers' Association, has been assistant to the president of Nash-Kelvinator since March, 1948.

JOINS THEONETT

Frank A. Robbins, president of Theonett and Company, has announced the appointment of Frank E. Wetherald as sales representative. Mr. Wetherald will cover Arkansas, Kansas, Missouri, Oklahoma and Southern Illinois.

DOUBLE-COLA APPOINTMENT

Arthur C. Lukensmeyer has been appointed district representative of the Double-Cola Co. of Chattanooga, Tenn. Mr. Lukensmeyer, formerly connected with the Mission Dry Corp. and Nehi Corp., will cover Illinois, Indiana, Iowa and Wisconsin.

MACK NAMES DOLL

J. V. Doll has joined Mack-International Motor Truck Corporation as vice-president, Fleet sales, and as special assistant to H. W. Dodge, executive vice-president. He will headquarter at Mack's home office in New York City.

Pure Carbonic Co.

Pure Carbonic Company, a division of Air Reduction Company, Inc., has appointed four new vice-presidents, according to a recent announcement by *E. R. Lawrence*, president.

A. J. Granata was made vice-president in charge of operating and engineering; *L. F. Kilmarx*, in charge of sales; *E. C. McClintic*, in charge of traffic; and *S. B. Stouffer*, in charge of distribution.

All four of these men have been associated with Pureco and the Air Reduction organization for many years. They will continue to have their headquarters at the company's general office, 60 E. 42nd Street, New York 17, N. Y.

Link Belt Company

Appointment of *H. Walter Regensburger* as chief engineer of its General Engineering Department, to succeed *Harry L. Strube*, retired, was announced recently by the Link-Belt Co., Chicago. The firm simultaneously announced that the department has been transferred from Philadelphia to 301 West Pershing Road, Chicago.

Assisting Mr. Regensburger will be *Charles M. Young, Jr.*, in the capacity of chief developmental engineer, and *Harold F. Watson* as chief standards engineer.

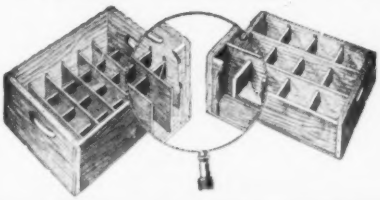
NEW SUPERVEND EXECUTIVES

Following their purchase of the SuperVend Corp. of Dallas, Tex., officials of the new SuperVend Corp. of Chicago are snapped with Judge M. M. Miller, who headed the Texas cup vendor manufacturing firm. Left to right are Paul Fuller, vice-president in charge of design, production and engineering; Mike Hammergren, president; Larry Cooper, vice-president; Judge Miller; and C. A. Brinkert, assisting in engineering and production. Other executives of the new concern are Herman Paster, vice-president and sales manager; and George Dick, secretary. Headquarters of the firm are at 134 North La Salle St., Chicago.

Hudson Manufacturing Co.

Hudson Manufacturing Company, Chicago, importers and manufacturers of vanilla products for more than 60 years, has announced the appointment of *Joseph A. Gauer* as general manager.

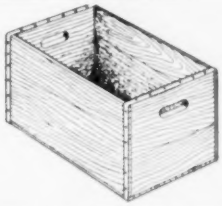
NATIONAL BOXES BUILT TO TAKE HEAVY PUNISHMENT



Produced from cotton-wood and other selected species by expert workmen, National Boxes save time and money by reducing bottle breakage, repairs and replacements. National will design and produce boxes of any size and specification with or without wooden partitions.

TOWN TALK PARTITIONS

Tests prove these partitions are unbreakable and double the life and strength of the box. Any type National Box can be fitted with Town Talk Partitions.



National Boxes listed below are designed to hold 24 bottles. Full depth; Non-partition.

No. 8	10 oz. or less
No. 11	11 oz. to 16 oz.
No. 11S	Steinie Pints
No. 11A	24 oz. to 32 oz.
No. 11AS	Steinie Quarts

National Box & Lumber Co., Newark 5, New Jersey

FIGHT INFANTILE PARALYSIS

JOIN THE MARCH OF DIMES

CONADE

BOTTLE CONVEYOR CONCENTRATE

• Lubricates • Cleans • Disinfects •

in ONE Operation

ALKALI FREE • DOES NOT ATTACK METAL

Now Used by Leading Bottlers

CONADE

Is NOT Soap

It cannot build up, oxidize, corrode, gum or cause bottle residue. Order now—5 gallons at Drum price of $2.75 per gal., F. O. B. Chicago. (Dilute 8 or 9 parts water to one of Conade.) Also inquire about dispensers . . .

SUPERIOR CHEMICAL PRODUCTS

Dept. N. B. G. 123 W. Madison St., Chicago 2, Ill.

"The FINEST DRINK VENDOR in merchandising history."

—Mike Hammergren
president SuperVend Sales Corp.

write for details to:

SuperVend
SALES CORPORATION
134 N. LaSalle St., Chicago 2, Illinois.

SuperVend drink vendor serves three flavors. Also available with HOT DRINK ATTACHMENT for hot chocolate or hot soup in addition to the three regular drinks.

Nulomoline Liquid Sugar*

STANDARDIZED CANE SUGAR SYRUP

made by a manufacturer with over 38 years of KNOW-HOW!

CONTROL your batches by the turn of a valve . . .
DECREASE your labor costs . . .
INCREASE your production . . .
ELIMINATE bag dust, lint, and sugar spillage . . .
by the use of a stable, uniform **LIQUID SUGAR**

Order direct or through your Sugar Broker

TANK CARS—TANK WAGONS—DRUMS

THE NULOMOLINE DIVISION
AMERICAN MOLASSES COMPANY
120 Wall Street **New York 5, N. Y.**
Plants at
BROOKLYN, N. Y. LOS ANGELES, CAL.
CHICAGO, ILL. MONTREAL, CANADA

* Reg. U. S. Pat. Off.

15 days delivery
CLEARED for ACTION
COSTS LESS!

New pallet bodies now ready. Send for details and prices today.

FRED S. GICHNER IRONWORKS, INC.
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Pennsylvania Dutch Birch Beer

The FIRST drink in American Beverages—the only "Something New" for the Bottler in 1950. We believe Pennsylvania Dutch Birch Beer is one of the lowest cost franchises on the market.
We Invite Your Inquiries.

THE PENNSYLVANIA DUTCH FOLKS
Div. of JU-C-ORANGE of America • Lebanon, Pennsylvania

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TRADE MARK REG.

The World's Best Opener

HOW IT WORKS

STATIONARY BOTTLE OPENERS

Eliminate loss of bottles and contents.
Prevent danger to the public.
Have long life.

Brown Manufacturing Co., Inc.
NEWPORT NEWS, VA.

Colorado Bottlers Back Fractional Coinage

APPROVAL of fractional coinage measures now before the U. S. Congress, and specifically the minting of a 7½c coin—which could be made the price of a bottle of soft drink—was voted by members of the Colorado Bottlers of Carbonated Beverages at the group's 30th annual convention held at the Brown Palace Hotel, Denver, January 22-23.

The 130 members attending had previously heard Edward W. Mehren, president of the Squirt Co., Beverly Hills, California, point out the advantages he felt would be gained through minting of the intermediate coins.

Mr. Mehren, who is board chairman of the American Institute for Intermediate Coinage, contended that many manufacturers and distributors of low-cost merchandise, including members of the soft drink industry, were not in favor of the present practice of multiple nickel pricing, yet they were faced with the problem of the public's resentment to "odd-penny" prices. Fractional coins, Mehren said, would permit single-coin pricing.

Many members of both Houses of Congress have already agreed to support legislation for new coins, Mehren added. A bill, submitted by Senator Sheridan Downey of California, is now before the Senate.

Fight "Bad Health" Publicity, Truman Gill Urges

New developments and the progress being made in the nationwide public relations program of the A.B.C.B. were explained by the association's president, Truman Gill. Giving examples of bad publicity, Gill told the Colorado group that the entire industry must be alert to take immediate action to counteract every instance of bad health publicity. He stressed the fact that present-day research is proving that sugar is not responsible for all the harm it has been accused of in the past.

Market Is Good

The pessimistic bottler to whom conditions are and always will be poor, versus the optimistic one who recognizes that there is a market for his product was the subject of a talk by John Tabor, assistant to the president of the 7-Up Company, St. Louis, Missouri.

Statistics show, Tabor said, that there is now two and one-half times as much money available after regular family expenses have been

One man can produce 350 cases per day

carbonated or hot process

with the NEW

BURNS one-man return feed

Even if you are paying the highest rates in the industry you can still cut your labor costs per case at least one third below the national average of 5.4 cents with this new Burns Masterline unit.

Let us prove it to you. For complete details, price and delivery write

Burns BOTTLING MACHINE WORKS
INCORPORATED
BALTIMORE 18, MARYLAND
Since 1919 — Manufacturers of Bottled Beverage Plant Equipment

LEAD COLORADO GROUP

1950 officers of the Colorado association include (seated, left to right) Joe Occhiato, secretary-treasurer, and H. W. Hahn, president. Standing —Joe Iacino and R. E. Lane, directors; Robert Hannigan, vice-president, and Paul Smithey, Don Fine and John Fabrizio, all directors.

paid as there was in 1940, that personal spending is two and one-half times that of 1940, and that average earnings are twice the pre-war level.

"These statistics prove that the market and the money is there", Tabór said, "but each individual bottler must work out his own individual means of getting it."

Another featured speaker was John Fabrizio, Coca-Cola Bottling Co., Florence, Colorado, chairman of the association's auditing committee. Fabrizio expressed his belief that the Colorado group must have a membership of 90 percent of the State's bottlers before it could carry any real weight and authority as the spokesman for the Colorado beverage industry.

H. W. Hahn, Coca-Cola Bottling Co., Denver, was reelected president of the association. Other officers, also reelected, are: vice-president, Robert Hannigan, Duffy Bros., Inc., and secretary-treasurer, Joe Occhiato of the Pueblo Pepsi-Cola Bottling Co.

The association named three new directors: Joe Iacino, Rocky Mountain Beverage Co., Denver; R. E. Lane, Pepsi-Cola Bottling Co., Colorado Springs, and John Fabrizio, Coca-Cola Bottling Co., Florence. Holdover directors are Paul E. Smithey, Coca-Cola Bottling Co., Trinidad, and Don Fine of the Greeley Coca-Cola Bottling Co.

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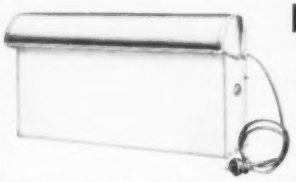
a little goes a long way

70th Our Anniversary 1880-1950

Brilliant • Free Flowing • Acid-Proof

Sethness means uniform, dependable Caramel. Your customers depend upon you . . . you can depend upon us for brilliantly clear, free flowing, acid-proof, Caramel Coloring. Take no chances—be assured of quality and uniform strength. Take advantage of our experience and service.

Sethness PRODUCTS COMPANY 1300 W. Division Street, Chicago 22, Illinois
41-11 29th Street, Long Island City, New York



KEENLINE Fluorescent INSPECTION LIGHT
$58.50 F.O.B.
IMMEDIATE DELIVERY

Used by leading bottlers for thorough inspection of every bottle at LOW COST.

A bank of General Electric fluorescent daylight tubes, provides the light and a stainless steel adjustable visor controls the amount of light required for all size bottles. Order now for immediate delivery or write for complete information.—folder No. 7-G.

KEENLINE EQUIPMENT CORP.
Oshkosh, Wis.

Cash in on LEMMY

a delicious real lemonade . . . the kind millions have enjoyed since childhood . . . now bottled by over 250 bottlers with phenomenal (and profitable) sales. Write today—franchises available in many territories.
(Tom Collins Jr. franchises also available.)

A. J. LEHMAN CO. 912 Sycamore St Cincinnati 2, Ohio

CLASSIFIED ADVERTISING

FOR SALE

Business Opportunities, Bottling Establishments

FOR SALE.—Complete bottling plant, except carbonator, for splits; 12-wide Liquid washer; 32-spout Liquid filler; 8-head Liquid crowner; Liquid mixer, accumulating table, compressor, conveyor; refrigeration tanks and compressor; in good condition, $7,500 at plant.—CROWN CARBONATING CO., Hamlet, N. C.—3-3.

FOR SALE.—Bottling plant located in city of population around 600,000 covering territory of 40 miles, with production of average 150,000 cases per year for the past 3 years; good modern machinery, plant capacity 250,000 to 300,000 cases per year; 3 openings in the building for truck loading and unloading inside; will sell without the real estate for $105,000 and give a long lease, or will sell the real estate; building 70x185, lot 110x200; for more information write or phone 48701.—THE MICHAEL FISHEL CO., 64 Public Square, Lima, Ohio.—3-1.

FOR SALE.—Soft Drink Bottling Plant; completely equipped, operating business, 2 trucks; in Salamanca, New York; phone 7147; call or write —PENN REALTY COMPANY, Bradford, Pa.—3-2.

FOR SALE.—Complete bottling plant located in center Western Michigan Resort territory; 60 case per hr. c.; 4-wide Super Kleen washer; model F Burns hand feed filler, No. 1 Shields carbonator, two glass-lined mixing tanks, etc., large steam boiler and stoker; bought new 1947; 1½ ton truck in good condition, good stock of bottles and cases, priced to sell; $8,000; terms to responsible parties; buildings can be rented or purchased.—C. Z., BOX 256.—3-3.

FOR SALE.—Established beverage plant, 60 cases per hr. capa; large territory, priced to sell; for information write—POST OFFICE BOX 904, Lowell, Mass.—3-1.

FOR SALE.—Complete plant; 12-spout Red Diamond filler; 85 cpb capacity; machinery stored in N.J., $9,000.—LARRY KERLEY, 220 South St., New York City.—3-1.

FOR SALE.—Old established bottling plant in Oklahoma; plenty of bottles and cases; equipment in very good condition; 4 practically new trucks and 2 national franchises; write for full particulars.—B.K., BOX 268.—3-2.

FOR SALE.—One complete bottling plant located in Spartanburg, S. C.; equipment includes 1947 Mojonnier Carbo Cooler, D. & L. Soaker, 12-spout Liquid Carbonic filler, 2 stainless steel syrup tanks, 2 1947 ton and a half trucks.—A. L. TAYLOR, 77 E. Main St., Union, S. C.—3-2.

FOR SALE.—Soft Drink Bottling Plant; 2 leading franchise drinks, A-1 equipment, located in the richest and fastest growing section Northwest; operating 2½ years, showing a volume increase each year; serving privileges to approx. 250,000 population; set for banner year in 1950.—reply— D. C., BOX 260.—3-1.

FOR SALE.—A Seven Up bottling plant in an Ohio Valley rich industrial and fast growing community; 5 trucks and bottling machinery in good condition; profitable business, attractive price, terms, building optional.—D. B., BOX 259.—3-1.

FOR SALE.—Plant for sale—Kist franchise, using 7-oz. and 32-oz. A.C.L. bottles; machinery 1½ years old, consisting of Burns automatic D. & L. automatic unload 6-wide 1½-yr. old Cem saturator 250 gal. 6-yr. old, 2 water filters, 1 syrup filter, 2 stainless steel tanks, 1 oil heater 15 ft new, 2 trucks, plenty bottles and shells, 1,500 7-oz. shells, new never been used, some 32-oz. shells new; plant is about 38 x 50 downstairs; up 20 x 20—2-family house in front, rented; willing to pay half fare to interested party, entire fare to buyer; must be seen to be appreciated; output 1948 was 60,000 cases, exclusive territory.—$25,000, with real estate, $40,000.—D. F., BOX 261.—3-2.

FOR SALE.—Plant For Sale! Plant located in New England, selling 450,000 cases of 2 nationally-advertised drinks and flavors; excellent equipment and efficient profitable operation; reasonable price and terms.—O. E., BOX 226.—2-2.

FOR SALE.—Seven Up bottling plant with sales of approx. 200,000 cases annually; give full particulars.—O. S., BOX 239.—2-1.

SPECIAL ANNOUNCEMENTS

BOTTLERS' TRADING POST
WE BUY - SELL - EXCHANGE

BEVERAGE WEATHER WILL SOON BE HERE!

Will You Be Ready?

Check with us on any bottles or cases you need.

ANY QUANTITY—ALL TYPES

For real "BUYS" on franchise bottles, get our prices first.

We will buy your surplus bottles and siphons.

AIDMON BOTTLE & SUPPLY CO., INC.
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IT IS INCOMPARABLE!

A-1 Cola Base Concentrate

"The Cola of Superior Flavor"

write for free sample to

CLOISTER LABORATORIES, INC.
325 W. Huron St. Chicago 10, Ill.

FOR SALE

1 car 7-oz. tall sodas 2 dozen low cases, 50 cents per case.
1 car 12-oz. Emerald Green plain Beer Bottles.
1 car Amber plain 7-oz. splits, new.
2 cars 24-oz. flint plain bottles, pack 1 dozen paper cartons.
120 thousand 63MM white tin lug finish caps.
50 thousand 66MM white tin lug finish caps.

R. PELTZMAN BOTTLE CO.
1721 Holmes St. Kansas City 8, Mo.

Charles S. **JACOBOWITZ** *Co.*
3071 MAIN ST. BUFFALO 14, N. Y. AMHERST 2100

EQUIPMENT WANTED IMMEDIATELY!

At the present time, we are in the market for the following equipment which we will purchase on either a cash basis—or on a "trade deal," in the event that you require any equipment.

We need—

Baltimore and Burns fillers
Liquid 12-spout Red Diamonds, late model only.
Dixie Model F
Cem 6 or 12-head mixers
Cem or Liquid 500 gal. carbonators.

We have a large stock of bottle washers, all makes and sizes; labelers, coolers, syrup room equipment on which we will be glad to quote.

Tell us what you have to dispose of—and we will tell you what we have available and we will work out a deal "mutually satisfactory and profitable."

Serving American Industry for over 30 Years

FOR SALE.—Modern bottling plant in New England serving 600,000 population; profitable earnings record for many years; strongly established competitively; leading cola franchise and complete line of nationally advertised flavors in all size bottles; modern, efficient, fireproof building, late model machinery, 12 trucks, all in A-1 condition; cap. 350,000 cases; owners have other interests; can be bought at very advantageous price.—O. Q., BOX 237.—2-2.

FOR SALE.—A well established bottling business; one major franchise; own line of flavors and mixes; other franchises available; North Midwest location, 250,000 pop.; 4 truck operation; trucks new; machinery in very good condition; over 100,000 cases annually; reason for selling, interferes with other interests; for further details write —O. H., BOX 228.—2-1.

FOR SALE.—Owner's health forces sale of highly profitable plant in Arkansas, equipment near new, all automatic, excellent franchises, inventory near $50,000 including plant; price $28,000 with one third down and easy payments to right person; will stand rigid examination; also profitable sideline.—O. E., BOX 225.—1-1.

FOR SALE

Machinery, Apparatus, Materials, Bottles, Boxes

FOR SALE.—Meyer Dumore 16-wide, 5-compt., single floor, double end pint washer; excellent condition; may be inspected in New York; available for immediate delivery, and priced so reasonably it is like a steal; complete description upon request.—D. H., BOX 265.—3-1.

FOR SALE.—Carbonator; Liquid 1000 Recirculating stainless carbonator in New York for immediate delivery.—D. I., BOX 266.—3-1.

FOR SALE.—Burns filler, model F, hand feed, new 1947, like new; Liquid Baby soaker; gas-fired solution heater; Carbo Cooler, 140 cph; 300 gal. glass-lined syrup mixing tank; 300 gal. glass-lined syrup storage tank, with agitator; water filter and deaerinator; located in West Virginia; reply—D. J., BOX 267.—3-1.

FOR SALE.—100 gross 10-oz. cap. A.C.L. soda bottles, $3.00 per gross; 1,200 gross B-1 bottles, $2.00 per gross; 1 Lipman 10 ton ammonia ice machine, does not include water tank, $600; 1 5 ton Frigidaire freon ice machine, complete $450; 3,000 used half depth 24 pocket cases 20c each; all items f.o.b. Marshall, Texas.—3-1.

FOR SALE.—4-wide 2-compt. single end Meyer Dumore washer, splits pints—quarts; Miller Hydro soaker 25 cases per hr.; Modern Bond filler; all good running condition when last used.—HAVA COLA CO., 1006 Russell St., Nashville, Tenn.—3-1.

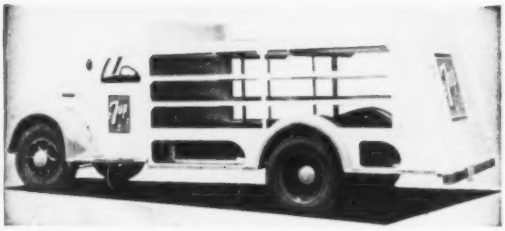
FOR SALE.—Model B Burns filler and Miller Hydro washer 60 cpb, excellent condition, immediate delivery, terms if desired.—C. D. BEDFORD, 134 James Ave., Colonial Heights, Petersburg, Va.—3-1.

FOR SALE.—Sub York ice machine, less motor with galvanized surface instantaneous type cooling tank, 1000; F Liquid revolving accumulating table with motor $250; Red Diamond 500 g.p.h. carbonator, $250; 1-21 International water treating plant, wood tank, sterilizer and filter, sufficient cap. for 32 low pressure or 28 Cem, $500; Feagler room cleaner, $1500 with Hopper control $200 all prices f.o.b. shipping point.—TEXAS COCA-COLA BOTT. CO., Abilene, Texas.—3-1.

FOR SALE.—K-11 International tractor with 32" Tandem Nabor trailer, 5' solid sides, landing gear, 10x20 tires all round; good condition, $1000.—TEXAS COCA-COLA BOTT. CO., Abilene, Texas.—3-1.

FOR SALE.—Chocolate Bottlers; we are offering for sale 5,000 cases and bottle 6½-oz. capacity at 50c each f.o.b. Indianapolis.—CITY BOTTLING INC., 815 S. Illinois St., Indianapolis 2, Ind.—3-1.

FOR SALE.—Approx. 5,000 cases 12-oz. Canada Dry Spur bottles and shells, also 1,000 cases 6-oz. Spur bottles and shells, like new; we need room, make us an offer.—DAD'S ROOT BEER BOTT. CO., Oshkosh, Wisc.—3-1.



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DESIGNED TO FIT YOUR NEEDS AT A PRICE YOU CAN AFFORD.

WRITE TODAY . . .

BARRY & BAILY CO. 2419 N. 27th Street Philadelphia 32, Pa.

A DAY'S DELAY MAY MEAN A LIFE-TIME DISAPPOINTMENT

Don't be too late for a Sun Spot Franchise. Protect your territory . . . write for information, NOW

IT'S MADE WITH *Real Orange Juice!*

WRITE—WIRE—NOW!

SUN SPOT COMPANY of AMERICA
1520 Ridgely St., Balto. 30, Md. ★ Western Office: Long Beach, Cal.

Have you heard the News?

CLOVERDALE CHOCOLATE

- ★ **A Real Chocolate!**
- ★ **No Special Equipment!**
- ★ **No Sterilization!**
- ★ **No Extra Labor!**

We expect to be set up for volume production in a few weeks . . . In the meantime, write us for complete information . . .

Cloverdale Spring Co. . . . . Mulberry 6020-6021
BALTIMORE 2, MARYLAND

BEVERAGE CASES

• AT PRICES THAT WILL INTEREST YOU •

Made to Your Specifications • • • • •

Modern Factory and Equipment—Lumber and Labor Advantageously available—Extensive experience assures Efficient Production—Centrally located.

These factors enable us to produce beverage cases exactly to your specifications at prices that will interest you. Let us quote on fabricated wood parts, pallets, cleats, boxes, cases, etc.

Central Container Inc.
100 Union St., Paragon, Ind. — Phone: Paragon 43

Neeco coffee soda

A SURE-FIRE BET FOR PROFITS

With NEECO Coffee Soda, the only 5c coffee drink, you're as sure of big profits as you are of winning a one horse race. And NEECO is good — sampling tests show it's preferred over any other coffee drink.

Find out more about this profit-maker by writing for samples and full information today.

NOW IN 6 OZ., ACL 5c BOTTLES!
Franchises now available for this popular size — or 28 oz. bottle. Write for details.

ATLANTIC EXTRACT COMPANY
134 FULTON ST., BOSTON, MASS.

FOR SALE—3,000 gross Dr. Swett's crowns; what is your best offer.—SOL LENZNER CORP., 636 Genessee St., Buffalo, N. Y.—3-1.

FOR SALE—Meyer Dumore Jr.; a 3-tank single-end washer, handling 6 to 32-oz. bottles; built in '36; 8-wide; good condition.—MINNEAPOLIS BOTT. CO., Minneapolis, Minn.—3-3.

FOR SALE—Meyer Dumore Jr. No. 1365, a two-tank single-end washer for split size bottles only, built in '36, 8-wide, speed 60 bpm; good condition.—MPLS. BOTT. CO., Mpls., Minn.—3-3.

FOR SALE—Used full depth wood cases for one doz. 24 or 28-oz. bottles; 10c ea.; brown 24-oz. plain White Rock bottles, 24c doz.; some green and white 24-oz. plain bottles at 35c doz.; all prices fob Mpls. in carload or truckload lots.—MPLS. BOTT. CO., Mpls., Minn.—3-3.

FOR SALE—Miller Hydro 140 bottlers per min.; Liquid 40-spout low pressure Model F filler; 8-head rotary crowner; Kendall mixer; 1,000-gal. Liquid carbonator; bottle conveyor. 140 bottle per min. Miller Hydro; Liquid low pressure filler, Model F; 8-head rotary crowner; Kendall mixer; bottle conveyor; 140 bottle per min. Miller Hydro; Liquid low pressure filler Model F; 8-head rotary crowner Model D; Kendall mixer; 500-gal. Liquid carbonator; bottle conveyor; overhauled by factory engineers; these three units have been replaced by two 300 bottle per min. Meyer Dumore bottle cleaners and two Meyer Dumore fillers and crowners with Syn-Cro-Mix units and can be purchased at an attractive price.—D.E., BOX 262.—3-1.

FOR SALE—12,000 half-gallons, some flint, some amber; priced to sell.—ISLAND ROAD BOTT. CO., 8201 Eastwick Ave., Phila., Pa.—3-1.

FOR SALE—1,500 ½-depth shells for 6 or 8-oz.; 300 gr. Alert 6-oz. sodas, green; 250 gr. plain 6-oz. sodas; 200 gr. Round Up 7-oz. sodas; 100 gr. Cow Boy 6-oz. sodas; 900 gr. Alert crowns; metal C.T. caps, 18m/m to 100m/m; several lots of bottles and jars; we are interested in your surplus merchandise.—W. B. BOTTLE SUPPLY CO., 917 S. 5th St., Milwaukee 4, Wisc.—3-1.

FOR SALE—12-spout Liquid Red Diamond filler, Serial No. 2337, price $2,500; O & J Liquid automatic rotary labeler, Serial No. RH-700, price $2,200; both machines factory rebuilt, like new.—MICELI EQUIPMENT CORP., 2038 Bergen St., Brooklyn 33, N. Y.—3-1.

FOR SALE—Used equipment for sale, priced exceptionally low for quick sales; Liquid 15-head mixer with attachments; Liquid carbonators complete 200 and 300 gph; No. 250 Cem saturator; Adriance duplex crowner; reconditioned U. S. large drum filters; pipe line filters; plated and frame filter presses in various capacities for water and sirup; Quartz and gravel water filters; Dixie models B & C automatic fillers; glass-lined storage and mixing tanks, 60, 100 and 200-gal. capacities; National semi-automatic labelers; Burns washer model D-3 complete with conveyor; York 4-ton ice machine.—THE FILTER PAPER CO., 2429 S. Michigan Ave., Chicago 16, Ill.—3-1.

FOR SALE—500-gal. Magic carbonator; 15-head Liquid mixer; 48-inch revolving accumulating table; 6-drum stainless steel manifold with regulator; Western Filter Company lime water treating unit with 2 filters, cap. 300 gph; Mojonnier, type 6 carbo cooler, 110 gph, equipped with Taylor two-pen recorder; this equipment used less than 1 year.—SEVEN-UP BOTT. CO., 1120 Montrose Ave., St. Louis, Mo.—3-1.

FOR SALE—2 Model C Dixies, 1 equipped with a Meyer accumulating table; new Crown Cork and Seal accumulating table; 1,000-gal. Cem saturator; 4 x 4 York ice machine, condenser and compressor, on 1 base, 10 h.p. motor; 4-wide half-pint Meyer Dumore washer; 24-inch Infilco purifier, 400 gal.; 36-inch Infilco purifier, 900-gal.; Iron Fireman stoker, bin feed, will burn 375 lbs. coal per hr., motor and all accessories; 2 carousel Alvey unit conveyors, 24' x 75', complete with motors; 2 24' live belt conveyors with motors; Alsop PF3 pressure filter on base, with 1 h.p. motor.—SEVEN-UP BOTT. CO., 1120 Montrose Ave., St. Louis, Mo.—3-1.

FOR SALE—1 Model E, 7-head Jumbo Crowner; 1 H & K 34-spout low pressure filler; all in very good condition and reasonably priced.—OSHKOSH BREWING CO., 1631 Doty St., Oshkosh, Wis.—3-1.

FOR SALE—3-compt., 12-wide double end Meyer Dumore soaker; handles all sizes 6 to 32-oz.; replaced by larger machine; also 60-gal. glass-lined tanks with covers and agitators, 21" electric water sterilizer, label perforator and carbon filter.—BOSTELMANN BEVERAGES, INC., 2332-2344 W. Walnut St., Chicago, Ill.—3-1.

FOR SALE—Liquid low pressure 24-spout filler, $1,000; Crown Cork Model Jumbo crowner, $800; Liquid Lifetime 300 g.p.h. carbonator, $400; York ice machine, $400; inspection light and water filter, $350; also 3 Barrett Cravens hand lift trucks, $100 each, and 50 skids for same $4.00 each.—COCA-COLA BOTT. WKS., INC., Columbus, Miss.—3-1.

ATTENTION!!—BARGAIN HUNTERS

Partial Listings From Our Specials

1,000 gr. 32-Oz sodas lettered "asco" on shoulder.
350-gr. 28-oz. flint sodas
12,000 cases 28/12-oz. Spur bottles; also 6-oz. Spur.
6,000 cases 24/12-oz. flint soda steinies, small name.
300 gr. 12-oz. new flint ACL soda steinies.
1,800 gr. new flint 10-oz. plain bottles.
400-gr. emerald green 10-oz. sodas "ACL", 14-oz. wt.
350-gr. 7-oz. "ACL" sodas, 8½" ht.
450-gr. 7-oz. flint stippled and green sodas, 8½" ht.
500-gr. 7-oz. "ACL" sodas, 8" ht.
300-gr. 6½-oz. "ACL" sodas, 8" ht.
500-gr. 7-oz. new flint stippled.
6,000 cases 6½-oz. sodas, one brand.
15,000 cases 6½-oz. ACL Joe Louis Sodas.
100,000 full-depth 7-oz. cases; 10,000 full-depth 29-oz.

I. BASKOWITZ BOTTLE CO., INC.
1301 Grand St. Brooklyn 6, N. Y.

CONSULTANT

Preparation and Production of Carbonated Beverages

Leading U. S. A. and Foreign Manufacturers Served.

DR. FREDERICK H. POLLACK
Lorree Laboratories
8-28 Astoria Boulevard Long Island City, N. Y.

We Will Buy At Any Point

Any Quantity of Emptied 10-Gallon Grapette, Double-Cola, and Pepsi-Cola Metal Cans; and Also Wooden Kegs, Barrels and Steel Drums.

BUCKEYE COOPERAGE CO.
3803 Orange Ave. Cleveland 15, Ohio

FOR SALE

STAINLESS STEEL TANKS with side entering agitators: 3 - 30 gal; 4 - 60 gal; 6 - 100 gal; 5 - 150 gal; 1 - 250 gal; 1 - 500 gal.

STAINLESS STEEL TANKS, open top, for storage: 50 from 30 gal. to 500 gal.

Meyer & Liquid Washers—8 wide, 3 comp. splits to quarts.

PERRY EQUIPMENT CORP.
1519 W. Thompson St. Phila. 21, Pa.

FOR SALE

4—World Rotary Automatic Labelers.
1—Liquid Carbonic Corp. 8 Head Rotary Crowner.
1500—Steel Single Shell Quarter Barrels.
250—Kooler Kegs.
500—Steel Single Shell Half Barrels. A. O. Smiths

New Stainless Steel Storage and Mixing Tanks, 100 Gal. capacity, 31" dia. x 36" high on Shell.

GIRARD MACHINERY & EQUIPMENT COMPANY
134 S. Second Street Reading, Pa.

FOR SALE

1,000 cases 12-oz. capacity, flint, tall, semi-steinie with private ACL; 2,000 cases flint 10-oz. capacity, private ACL, tall sodas packed 24 to full depth shell; 1,000 cases 32-oz. capacity flint quarts with private ACL, packed 12 to full depth shell; 1,000 cases tall, 12-oz. capacity, flint, plain sodas initialed on shoulder; one carload 7-ounce capacity tall, flint sodas with private ACL; 300 gross 6-oz. capacity ACL Chero bottles.

SIGNER BOTTLE SUPPLY CO.
Cincinnati 14, Ohio

FOR SALE—2 40-spout low pressure Liquid fillers with Crown Cork & Seal crowners; 3 Cem 750-gal. carbonators; 2 Crown Cork & Seal mixers; all of the above machines were in use up to the installation of new equipment recently.—CLICQUOT CLUB CO., Millis, Mass.—3-1.

FOR SALE—Filterine Water Cooker, 7½ h.p., never used; priced right.—BOTTLERS SERVICE CORP., 43-77 Vernon Blvd., Long Island City 1, N. Y.

FOR SALE—500 cs. 12-oz. ACL Mission Orange in full depth cases; 1,000 cs. Moxie 8-oz. in full depth boxes each 50c per case; 5,000 cs. 7-oz., 10-oz. and 12-oz. Red Rocks full depth wooden cases @ 50c per case; 3,000 cs. 7-oz. Clicquot Club in full depth cs. 50c per case; 2,000 cs. 12-oz. and 3,000 cs. 32-oz. Castle Club in full depth cs. 50c per case; 2,000 cases Sante 32-oz. ACL in full depth cases 40c per case; 1,000 cs. Purity ACL 12-oz. 40c per case; 200 gr. 12-oz. White Rock style emerald green $1.50 gross; 200 gr. 12-oz. amber White Rock style $1.50 gross; 300 gr. amber 6½-oz. White Rock style $1.50 gr.; 200 gr. 9-oz. sodas misc. $1.50 gr.; 200 gr. Spur 12-oz. $1.50 gr.; 50 gross 12-oz. Dr. Swetts $3.00 per gross ACL; 1,000 cs. Coca-Cola flavor bottles 6½-oz. $1.50 gr.; 500 gr. emerald green 12-oz. non-refillables $1.00 per gross; 200 gr. 12-oz. Wine Pts. $1.00 gr.; 100 gr. Wine 5th $1.50 gr.; 100 gr. plain amber 5th White Rock style $3.00 gr.; 10,000 cs. 7-oz. 1 name ACL in shells; other styles and sizes; we buy your job lots; also bottling mchy.—BEVERAGE DEALERS PROTECTIVE CO., 2652 E. 67th St., Cleveland, Ohio—3-1.

FOR SALE—The following bottling equipment, in good condition; only reason for selling: larger equipment needed; washer, 12-wide Yundt Air-Brush, 5-compt., with Gardner-Denver 10MP air compressor; Deluxe 40-spout Cem filling unit; stainless steel aprons, 6-spout Cem siruper; 6 head Cem rotary crowner; 20-head Liquid mixer; Cem accumulating table; 3 stainless steel display screens; 1 Worthington 30-ton icing machine, 550 gal. per hr. Mojonnier carbo cooler; 300 gal. mixing tank with motor; all above machinery will handle 6 to 12-oz. bottles; spare new parts for most of this machinery also available; write or call.—SEVEN-UP BOTT. CO., Memphis, Tenn.—3-1.

FOR SALE—5,000 7-oz. full-depth cases, inside dimensions 14½ x 9¾, all Cottonwood wire bound; condition like new, were used for less than a year; price 20c each f.o.b. Columbus, Ohio.—VESS BOTTLED BEV. CO., 1055 W. Fifth Ave., Columbus, Ohio—3-1.

FOR SALE—Complete 32-spout Liquid hookup, washer, siruper, filler, crowner, carbonator, heaters, ice machine, conveyors; complete plant, automatic sturdy built washer, 2 Dixies, carbonator, Evans heater, complete water treating, ice machine, sirup room, pipes and fittings complete for above; also small Miller soaker, Dixie and carbonator.—GRAPETTE BOTT. CO., Alexandria, La.—3-1.

FOR SALE—For immediate sale; approx. 500 gr. standard ACL 7-oz. Mission bottles; also 1 Helmco 4-barrel BR model Barrel Connection complete with hoist and LF-10 sirup line filter complete with stainless steel fittings and sterilizing tank for hot and cold water; purchased June, 1947; like new; quote best offer f.o.b. El Paso, Texas.—EMPIRE PROD. CORP., El Paso, Texas.—3-1.

FOR SALE—2,500 cases standard 7-oz. white soda bottles in 30 bottle half-depth case; bottles and wooden cases marked Mr. Grape; absolutely new, never been used; cost us $2.17 per case; first check for .80 takes the lot; also about 1,200 6-half gallon wooden cases only; excellent condition, some new; cost us .89 per shell; first check for .10 each takes the lot; f.o.b. Milwaukee.—SKY HIGH BEV. CORP., 33rd & Burleigh St., Milwaukee, Wisc.—3-1.

FOR SALE—8 new uncrated Model 197 Salesmaker vending machines, 1 flavor.—SEVEN-UP BOTT. CO., 254 W. Princess St., York, Pa.—3-1.

FOR SALE—7½ h.p. self-contained Baker ammonia compressor, excellent condition, 1 year old; 2 cylinders 3½ x 3½, AC current 220 voltage 3 phase 60 cycles; replacing with larger machine, $1,200 f.o.b. Cleveland; 2,000 cases of quart bottles and shells at 50c per case f.o.b. Cleveland.—MARVEL BEV. CO., 12815 Kinsman Rd., Cleveland 20, Ohio—3-1.

FOR SALE—Two 40-spout Cemco fillers; can be seen in operation until March 1, 1950; available April 1, 1950; reason for selling installing larger machinery; also 2 6-wide and 2 8-wide Ermold Labelers which have already been replaced by new machines, but were in operating condition when removed; also 1 Alvey Keg Chain conveyor complete with guide rails and stands, used less than 50 hours, 180 feet long.—C. W., BOX 253.—3-1.

FOR SALE—14-wide, 4-compt. double-end Liquid Super-Kleen washer for splits, pints and quarts; replacing with larger washer; can be seen in operation until March 31, 1950.—ROYAL CROWN BOTT. CO., 701 N. Main St., Ft. Worth, Tex.—2-2.

FOR SALE.—5,000 Hires ACL bottles, 12-oz., and shells, 3½ cents per bottle including shells, in lots of 500 or more; 35,000 shells only for 12-oz. bottles, 10 cents each; 1,500 shells inside measurement 14½ x 10½; 8¾ deep, 10 cents each; 3 x 3 York ice machine, ammonia with aerator, price $2250; new 5 h.p. York compressor, Freon, $500; ½ h.p. portable mixer, $25; 10-4 wheel carts, $10 to $20; Infico J. B. 125 treating plant, $300; all above prices are f.o.b. our plant.—SHAY WATER & BEV. CO., 100 N. Niagara St., Saginaw, Mich. —3-1.

FOR SALE.—Labelers; 2 automatic Liquid Carbonic O & J Duplex, cap. 120 12-oz. bottles per min. ea.; good running condition until taken out of service, changed to ACL bottles; 1 used less than a year; on account moving to larger quarters will sacrifice for $600 each for quick sale, about 10% of present cost.—PEPSI-COLA BOTT. CO. of NEW ORLEANS, INC., New Orleans, La.—3-1.

FOR SALE.—1 3 x 3 York ice compressor complete; in excellent condition; cost new $1,865.75; will sell for $850 f.o.b. McComb, Miss.—GRAPETTE BOTT. CO., Hi-Way 24 West, McComb, Miss.—3-1.

FOR SALE.—Miller Hydro bottle washer; installed Feb. 29th, 1940; Ser. No. 117BRB8, 72 bottle per min. capacity; at bargain price; can be seen at our plant in operation up to March 15th. —NEHI BOTT. CO., Chattanooga, Tenn.—3-1.

FOR SALE.—No. 1 Unit Miller Washer 140 per min. Ser. No. 20004, installed 1-24-38; Liquid 40-spout Mod. F Ser. No. 1975, installed 6-11-26; crowner 8-head rotary mixer Kendall Ser. No. K-16-149, installed 3-17-48; Liquid 1,000 gal. per hr. carbonator Ser. No. 324; no refrigeration equipment including bottle conveyor, $4,000; No. 2 Unit Miller Washer 140 per min. Ser. No. 20003 installed 1-19-38; Liquid 40-spout Model F Ser. No. 2287, installed 1-31-31; crowner 8-head rotary Mod. D Ser. No. 558, installed 9-37; Kendall Mixer 16-head Ser. No. K-16-151, installed 3-17-48; Liquid 1,000 gal. carbonator; no refrigeration equipment, $4,000. No. 3 Unit Miller Washer 140 per min. Ser. No. 20001 installed 2-15-37; Liquid 40-spout Mod. F Ser. No. 2467, installed 5-10-37; crowner 8-head rotary Mod. D Ser. No. 488, installed 5-37; Kendall Mixer 16-head, installed 3-48; Liquid 500 gal. per hr. carbonator Ser. No. E50077. Unit No. 3 has been completely overhauled by factory engineers; $12,500; these can be bought as whole or separate units.—COCA-COLA BOTT. WKS., Nashville, Tenn.—3-tf.

FOR SALE.—Liquid 200 gal. Lifetime Magic stainless steel carbonator, new 1941, $250 f.o.b. Fordyce, Ark.; 400 gross ACL Hires bottles 12-oz., $4.50 per gross f.o.b. Fordyce, Ark.—FORDYCE BOTT. CO., Fordyce, Ark.—3-1.

FOR SALE.—Supplies; 25,000 cases flint and emerald green bottles in 1-doz. cartons.—MAVIS BOTT. CO., Detroit 6, Mich.—3-1.

FOR SALE.—312 QMeyer Dumore bottle cleaner; cap. 120 bottles per min.; quarts and smaller; 12 bottles wide; 3 compt.; located in the East.—C. Q., BOX 247.—2-2.

FOR SALE.—250 gross plain 7-oz., 16-oz. weight flint bottles; samples on request.—7-UP BOTT. CO., Rochester, Minn.—1-3.

FOR SALE.—Dixie; 1 factory rebuilt model C Dixie with Reeves variable speed drive and new, never used, Crown Cork automatic return bottle feed, complete in detail including new motors, aromatic stripper, pulp valve, etc.; equipment never used, same as new; also 1 rebuilt hand feed model F Dixie.—BOTTLERS SERVICE & SUPPLY CO., 106 First Avenue North, Minneapolis, Minn.—1-6.

FOR SALE.—72 bottle-per-minute Miller Hydro washer, new in 1941, $3,250; 2 cmpt. Evans solution heater, $650; Red Diamond 250 gph carbonator, $400; Liquid stainless steel instantaneous water cooler with carrier Freon compressor, $1,750; Infico 1B-400 water treating outfit complete with sand filter, carbon purifier and paper polisher, $1,250; 15-head Liquid dump-type mixer, $800; Miller accumulating table and conveyor.—DR. PEPPER BOTT. CO., 8020 Olive St., New Orleans, La.—9-tf.

FOR SALE.—Complete line of replacement parts for Shields-Sillig machines; also rebuilt 1- and 2-head hand-feed machines and 1-head automatic.—M. E. WATKINS, P. O. Box 551, Castle Shannon, Pa.—11-6.

FOR SALE.—Orthod Duplex automatic labeler, pints only. Serial No. 60111-RH, new in 1946.—BOTTLERS SERVICE CORP., L. I. C., L. N. Y. —3-1.

FOR SALE.—1 Alkalex Reactor manufactured by Automatic Pump and Softener with master lined solo valve, size 42 in. diameter, 84 in. high; also Second Zone Alkalex Reactor with master lined solo valve, size 24 in. diam. 78 in. high, will treat water for one or two 40-spout filler; will accept reasonable offer; 2 Rapid Flo polishers 1 in. inlet and outlet, cap. 1,000 g.p.h. ea.; Twin Cylinder Filco Sirup Filter with cap. 25 gal. per min. pump cap.; if interested write.—PEPSI-COLA BOTT. CO., Indianapolis, Ind.—11-tf.

FOR SALE

1200 gross 7 oz. B-1 Bottles

WANTED:

Your surplus bottles, cases, siphons, etc.

Consult us.

BISON BOTTLE COMPANY, INC.

28 Wasson St. Buffalo 10, N. Y.

24 OZ. BEVERAGE BOTTLES

Large Quantity Packed 12's in New and Used Corrugated Cartons.
Available for Immediate Delivery.
Samples and Quotations Upon Request.

THE KROGER COMPANY
MFG. DIVISION

35 EAST SEVENTH ST. CINCINNATI, OHIO

FOR SALE.—Liquid de luxe "Superkleen" bottle washer, 1940, 16 wide, 6-compt., splits only; available immediately.—BOTTLERS SERVICE CORP., 43-77 Vernon Blvd., L. I. C. 1, N. Y.—3-1.

FOR SALE.—24-spout Cem filler, splits, pints, quarts; available immediately; priced right.—BOTTLERS SERVICE CORP., 43-77 Vernon Blvd., L. I. C. 1, N. Y.—3-1.

FOR SALE.—Liquid "Superkleen" washer, 8-wide, 3-compt., splits, pints, quarts, completely rebuilt; available immediately.—BOTTLERS SERVICE CORP., 43-77 Vernon Blvd., L. I. C. 1, N. Y.—3-1.

FOR SALE.—Cem 40-filler; splits, pints, quarts; available immediately; priced right.—HAMMER BEV. CORP., 2 Fountain Ave., Brooklyn, N. Y. —3-1.

WANTED TO BUY

Bottling Outfits, Bottles, Boxes, Machinery, Materials

WANTED TO BUY.—7-Up bottling plant, approximately 200,000 cases; give full particulars.—D. A., BOX 257.—3-1.

WANTED TO BUY.—Instantaneous water cooler 250 gal. cap.; must be excellent condition; cash for right equipment and immediate delivery.—DR. PEPPER BOTT. CO., Laurinburg, N. C. —3-1.

WANTED TO BUY.—3,000 used 24 bottle cases; write description.—NESBITT BOTT. CO., Paris, Ky.—3-1.

WANTED TO BUY.—3,000 cases 7-oz. plain or clear flavor bottles; send sample and quote prices first letter.—JOS. H. STRATHMAN, 127 Kansas Ave., Topeka, Kansas.—3-1.

WANTED TO BUY.—Kist 7-oz. and 10-oz. bottles, with or without ½ depth cases.—KIST BOTT. CO., INC., Twin Cities, 155 Eaton Ave., St. Paul 1, Minn.—3-1.

WANTED TO BUY.—D & L Washer; require late model, preferably no older than 2 years; D & L Hydro 60-90 case washer, automatic discharge, give serial number and condition, asking price in first letter; prepared to pay cash.—D. G., BOX 264.—3-1.

WANTED TO BUY.—2 rack-type bottlers bodies, 1 having a cap. of at least 200 cases, the other holding 350 cases.—SEVEN-UP BOTT. CO., Vicksburg, Miss.—3-1.

HELP WANTED

Foremen, Helpers, Practical Bottlers, Salesmen

HELP WANTED.—Salesmen; new progressive flavor house wants representation, all but New England states; several specialty items; good opportunity.—ATLANTIC EXTRACT CO., INC., 134 Fulton St., Boston 13, Mass.—5-tf.

HELP WANTED.—Representatives wanted; calling on bottlers and breweries in the eastern states; selling bottle boxes, crowns, partitions, carry-homes, etc., on a commission basis.—N. H., BOX 199.—12-3.

HELP WANTED.—Leading national franchise company seeking experienced territory representative to contact present bottlers for the purpose of doing promotional and merchandising work in conjunction with policies set up by parent organization and for the purpose of soliciting new franchised bottlers; opportunity offers substantial future as well as present earnings.—DAD'S ROOT BEER CO., 2800 N. Talman Ave., Chicago 18, Ill.—2-2.

HELP WANTED.—Capable bottler to handle production and maintenance; must be first class mechanic; give complete details in first letter. C. V., BOX 252.—3-1.

HELP WANTED.—Salesmen; now calling upon bottling trade, to handle in addition to present line, the best reseal bottle stopper on the market, as an advertising promotion medium for the bottler; desirable territories on exclusive basis now open.—SEAL-AGAIN BOTTLE STOPPER CORP., 101 Fifth Ave., New York 3, N. Y.—3-1.

HELP WANTED.—Here's a good opportunity for you salesmen now calling on bottlers, soda fountains and sirup manufacturers to represent a well-known company manufacturing established line on flavors and extracts; can be handled full time or side line; products also include flavors and other specialty items for the dairy, ice cream and baking industries; liberal commissions; established territories open; state territory covered and lines represented; replies confidential.—T. M., BOX 568.—3-1.

WORK WANTED

Situations — Salesmen, Bottlers, Foremen, Helpers

POSITION WANTED.—Position wanted as General Manager; 12 years experience as General and Sales Manager; last position 5 years as General Manager 500,000 case operation; thoroughly versed in all phases of the bottling industry; would also consider representing nationally known supply or franchise company; prefer middle west or western location.—O. U., BOX 241.—2-2.

WORK WANTED.—Bottler; mechanic with years of experience desires position as bottler or maintenance mechanic in New York State; excellent references.—C. Y., BOX 255.—3-1.

WORK WANTED.—Production manager; experienced Dixie and Liquid operation; thorough knowledge sirup making and water treatment; maintenance and operation Meyer Dumore washer.—L. T., BOX 155.—3-2.

WORK WANTED.—Experienced in the beverage business for 22 years; understand all phases of blending formulas as well as all makes of bottling machinery; last position was as general manager; excellent references.—D. L., BOX 269.—3-1.

WORK WANTED.—Plant manager or Franchise Company Sales Promotion; presently employed; business being sold to new owner-manager; plant owner desiring efficient operation plus properly trained and supervised sales force write.—D. D., BOX 263.—3-1.

WORK WANTED.—Two Swiss experts in fruit processing, seek suitable positions in a fruit juice industrial plant; both 23 years of age and have passed with good results the examination of the Swiss Trade School of Fruit Processing; many years practical experience in production of fermented and non-alcoholic fruit juices; both have very good testimonials and excellent certificates.—BOX 2447 CH, Orell-Fussli-Annonces, Zurich (Switzerland).

WORK WANTED.—With national franchise company, by man with a lot of personal friends in the industry, has had a wide experience in franchising and developing territories; can furnish the best of references.—C. X., BOX 254.—3-1.

WORK WANTED.—Production Engineer; Bottling plant construction, installation of equipment, maintenance, sponge trouble-shooter, and operations engineer; 26 years practical experience; would like a permanent position as production manager; have the best of references.—CONRAD C. MILLER, 391 E. 38th St., N. Y. 16, N. Y. —3-1.

WORK WANTED.—General Manager; 12 years experience in sales, production, plant designing and franchising available on short notice; resident of southern state but will travel or locate anywhere.—C. U., BOX 251.—3-2.

TO GIVE YOUR BEVERAGES THAT

"Let's-have-another-round" Flavor

...use PFIZER ACIDULANTS

People will call for another round of drinks if your beverages do more than merely quench thirst. Beverages that possess palate-tickling tang plus ever-fresh flavor inspire repeats just for the sheer zest of good living.

One of the main constituents of this tangy good taste is a high quality acidulant. PFIZER CITRIC ACID AND TARTARIC ACID are leaders because they afford consistent uniformity and even acidulation.

ANHYDROUS CITRIC ACID

is the same as U.S.P. Citric Acid except for the absence of water. Anhydrous Citric Acid *may look* more expensive in the price list but actually costs less than U.S.P. Citric Acid because Anhydrous Citric Acid contains 8.5% less water. Consequently you save money by reducing shipping weight, and storing and handling charges.

Ask for our conversion chart which will show you how simple it is to switch from U.S.P. to Citric Acid Anhydrous. Chas. Pfizer & Co., Inc., 630 Flushing Avenue, Brooklyn 6, N. Y.; 425 N. Michigan Avenue, Chicago 11, Illinois; 605 Third Street, San Francisco 7, Calif.

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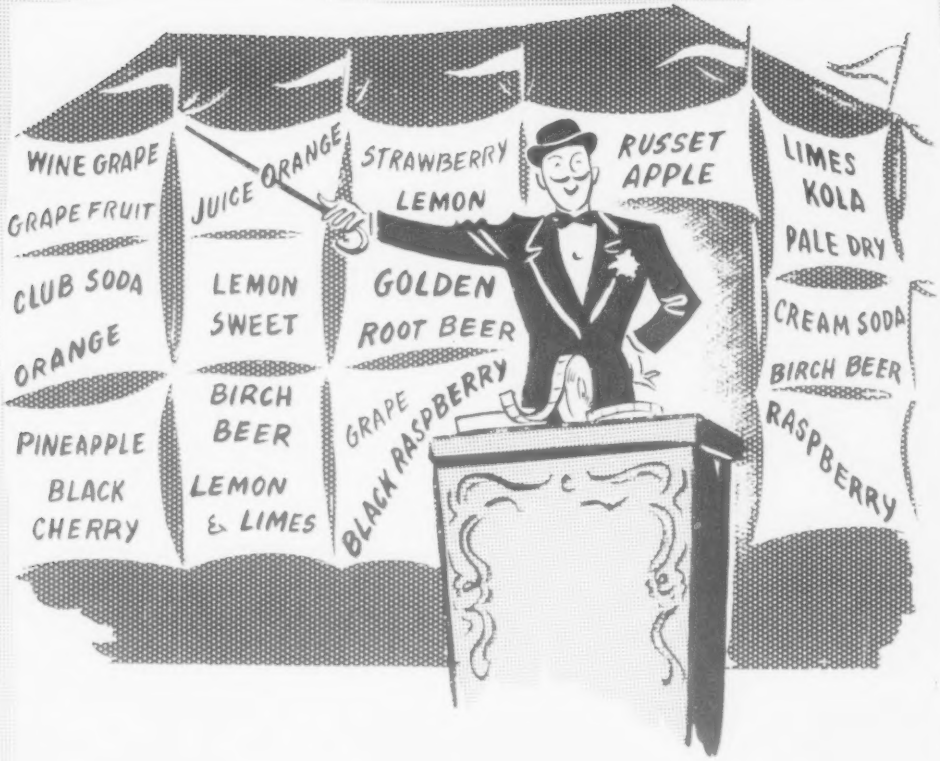
Manufacturing Chemists for over 100 years



Feature Attractions

foole & Jenks

JACKSON, MICHIGAN

Flavor Specialists Since 1884